

ACE

ISSUE NO. 4

50 CENTS

BEST HOMES



IN THIS ISSUE

The Right Site for Your New Home

BASIC CHECK POINTS FOR THE FIRST SAVING STEP

*Pictured Plans for Ranch Homes, Split Levels, Expansion Designs,
Retirement Income Ideas. All Blueprints Available.*



Wonderful Dream—Wonderful Home

Stunning as the artist's conception is of the home described on page 45, the actual photograph shown here proves that reality can be better than a dream. Noble trees have been preserved for a perfect country setting. Simplicity and smart styling are the keynotes to many years of happy living.

Custom Planning

Planning for your new home means planning ahead: selecting your land (see *The Right Site* on page 24), preparing for financing; and most of all, measuring your present family needs accurately and foreseeing, as much as possible, your future in the home of your choice. With an architect-designed plan, you can be certain that you will build a home of individuality and good taste whether you plan to spend less than \$10,000 or more than \$40,000.

Practical Planning

Good design actually makes it easier for you to have many luxury items in the low cost bracket and to afford those important extras, no matter what your budget may be. If you effect savings on the basic house itself, whether you want a new split-level design, a minimum cottage or a luxury ranch or two-story plan, your house will fit your family with no strain on your finances.

To help you estimate costs, the houses are, in general, arranged according to size by square foot area. This includes all living space, but not porches, garages, terraces or basements, unless specified. Overall dimensions are marked clearly, so that you can tell at a glance whether the home of your choice will fit on your lot, or the size of the lot you will need to purchase.



BEST HOMES

ISSUE 4

Questions — and the Answers 2 Editor

Compact Comfort and Charm	4	Herbert C. Struppmann
King-Sized Kitchen	5	Herbert C. Struppmann
Cheery Homecoming	6	Herbert W. Neumann
Picture Perfect Ranch House	7	Herman H. York
Warm-Hearted Modern	8	Alfred H. Ryder
Rambler for Happy Homemaking	9	Herman H. York
A Charming Home in Your Budget	10	Herman H. York
Just for Your Family	11	Alfred H. Ryder
Wonderful Windowed Split Level	12	Herman H. York
For Romantic Living	14	Herbert W. Neumann
Good Neighbor Contemporary	15	Herbert C. Struppmann
Homemakers Delight	16	E. J. Cappello
Striking Stagger Plan	17	Herbert W. Neumann
Space to Grow In	18	Caleb Hornbostel & Associates
Handsome Red Brick Charmer	19	Herman H. York
Marvelous Multi-Level	20	Herbert W. Neumann
For Your Growing Family	21	Herbert C. Struppmann
Three Lovely Living Levels	22	Herman H. York

The Right Site for Your New Home 24 Daniel Lawrence

Split-Level Comfort Starred	26	Herman H. York
Highlight on Practical Homemaking	27	Herman H. York
All-American Living	28	Herbert C. Struppmann
Family Featured Ranch House	29	Herman H. York
Pampered Living — Expansion, Too	30	Herman H. York
Cathedral Ceiling Living Room	32	Herman H. York
Hollywood House	33	Alfred H. Ryder
Highlighting Extra Living	34	E. J. Cappello
Picket Fence and Fieldstone	35	John S. Burrows, Jr.
A Blend of Indoor-Outdoor Living	36	Herman H. York
An Exciting Ranch House	38	Herman H. York
A Toast to the Future	40	Herman H. York
A Dream Home of Distinction	42	Herman H. York
Luxury Loving Rambler	44	Herbert C. Struppmann
Wonderful Dream — Wonderful Home	45	Alfred H. Ryder
Open Planning on Every Level	46	Herman H. York

How to Buy Blueprints	47	coupon page
How to Buy Plan Books		inside back cover
The Key to Retirement Income		Double Houses on back cover

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Questions

Do all blueprints fit F.H.A. requirements?

Yes. All plans are designed to meet F.H.A. standards. Certain building codes and local ordinances sometimes vary for particular localities, because of climate or local customs. Minor changes that may be occasioned by these variations can be handled by your local contractor.

Do you furnish specification sheets?

We do. *At no extra cost, and with all plans*, we will send you the F.H.A. standard specification form *with all pertinent information filled in by the architect*. These sheets should be used as the basis of a contract with your contractor or builder. They also enable you to get financing for your house *at the lowest possible rate*. These specification sheets will prove to be time savers for you. If you are doing your own building, or do not require financing, they are still valuable, since they specify the quality of all important materials, which will aid you immeasurably in dealing with your suppliers.

Can you tell me how much my home will cost to build?

Each plan has been tested many times in actual

construction, but prices vary so much these days from one area to another that only your on-the-spot expert (builder, contractor, material dealer, etc.) can give you precise information of this kind. Costs will also depend upon the extras you put into your house, and may be reduced if you plan to do some of the work yourself. At present, costs vary between \$10-\$15 per square foot, based on the assumption that all work is done by a contractor.

I like one of your plans very much but want to see what it looks like when it is built. Can you tell me where, in my neighborhood, I could see this house?

We do not often know where and when the people who have bought our plans intend to build their new houses. We would like to furnish this information, but it is only in rare instances that we can do so.

What are the advantages of an architect-designed house?

A house designed by an architect who is a small-home specialist has all the features that you look for and want. Comfort and convenience in living are planned within an attractive exterior. Every

and
the



answers

foot of livable space is made use of to your advantage. From a practical point of view, it is easier to obtain the best mortgaging and financing on such a house. If you should ever want to sell it, you'll get a much better price for the architect-designed house. It has extra value built in.

I like one of your houses, but it would fit better on my lot if it were reversed. I prefer the garage on the left instead of the right, etc. Can I get reversed plans?

All plans can be furnished to build your home with sides reversed. In this case, we send you two sets of original blueprints, and two sets with sides mechanically reversed as in a mirror. There is no extra charge for this service.

Can you make changes in blueprints for me?

Your contractor can. Using our blueprints as a starting point, he can make changes in dimensions easily and more cheaply than if your plan had to be drawn from scratch. But before you consider major alterations, why don't you look around among our other plan books (on the inside back cover). You're sure to find *exactly* what you want among our many plans.

Can I build my house of brick or concrete block, although the description calls for frame construction?

You can. Only the width of the exterior walls must be adjusted depending on the width of the material you substitute. This can easily be done by your contractor from the blueprints we send you.

Are material lists furnished with blueprints?

Yes. For this book only, with each four-set blueprint order as described on the coupon page (page 47) you will receive a lumber and mill list prepared by a competent expert in this field. This material list will be an invaluable aid in securing a quick cost estimate from your lumber dealer with a minimum of trouble and effort on both your parts.

I would like to have a utility room in the plan I like, but not a cellar. How can I do this with your blueprints?

The space occupied by cellar steps is just about enough for the necessary utility room for a furnace and a water heater. You may even be able to use the same door, but in some instances, it may be necessary to move the entrance. This change can be made easily from our blueprints by your contractor.



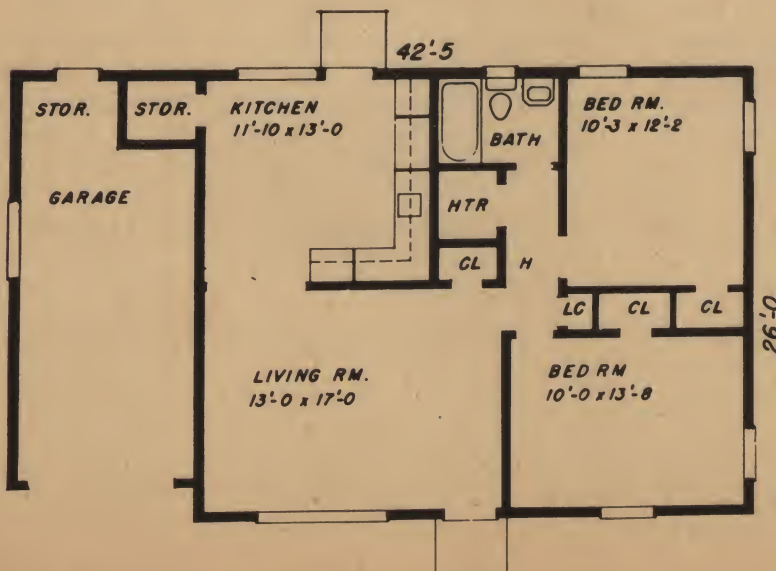
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Compact Comfort and Charm

PLAN NO. P-5206

Here is a plan that spells home to a honeymoon couple or a young family. There's no burden to housekeeping or maintenance in this compact plan, and yet these are anything but "cramped quarters." It's a 2 bedroom house of the kind that could fit comfortably into any neighborhood. You walk into a large living room, with plenty of space planned for a formal dining area, although the kitchen glimpsed at the back, has its own breakfast and supper

nook under the wide window. Storage throughout is excellent, with a pantry or storeroom off the kitchen and also at the back of the garage, and 4 big family closets, too. The utility room and bath back up against the kitchen for economy. The two bedrooms, each large enough for twin beds, share a wall of closets. Small though it is, there's nothing missing for many years of good, gracious living for you and your family.



For an expanded version of this plan with 3 bedrooms see page opposite.

Overall Dimensions: 42'5" x 26'.
Square Feet: 827.
Architect: Herbert C. Struppmann.

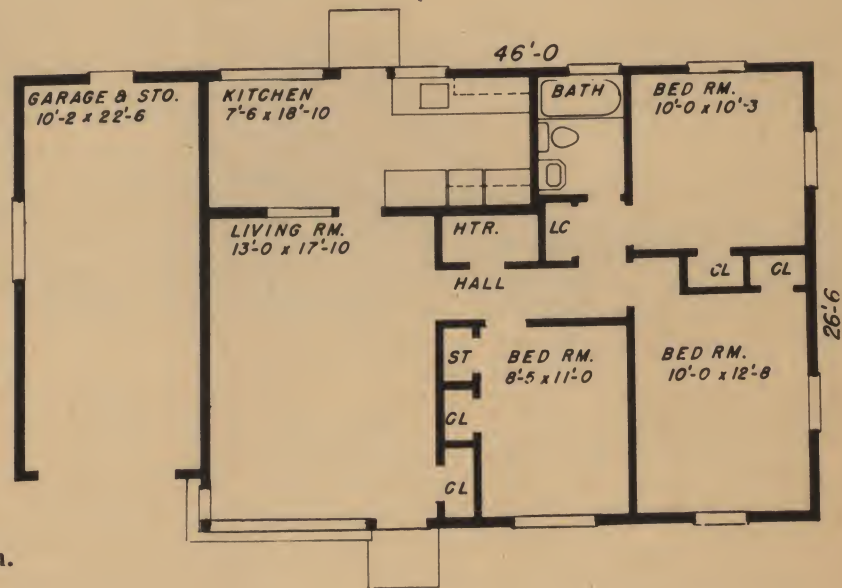
King-Sized Kitchen

PLAN NO. P-5211

That's no mistake, there's almost 19' of kitchen-dining area, with a picture window wall running almost the full length. A door out to the back makes easy access to the summer barbecue on your terrace. In addition there's a pass-through to the living room corner where company meals are served, in this charming traditional room, highlighted by another picture window overlooking the front garden. This house has an economical heater room, too,

thus dispensing with the need for a full basement. A short hall leads to the three bedrooms, each bright and airy, and well supplied with closets. A smart sofa bed could turn the small bedroom into a guest-room or study. As the children grow up it can be their own TV-den. The attached garage makes the house seem larger than it is, and its recessed roof line adds interest to the exterior. Another plus feature—extra storage space at the back here.

For a two-bedroom version of this plan see page opposite.



Overall Dimensions: 46' x 26'6".
 Square Feet: 940.
 Architect: Herbert C. Struppmann.

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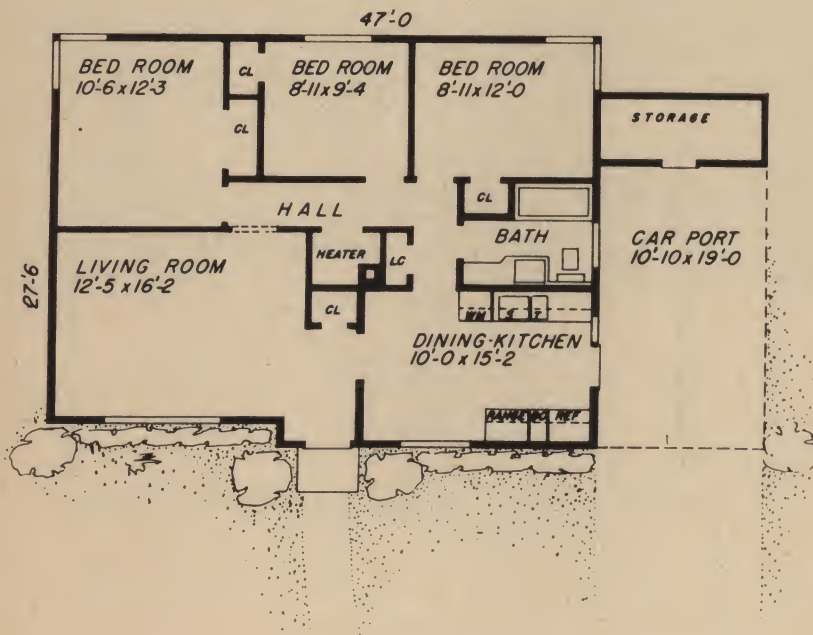


Cheery Homecoming

PLAN NO. P-3503

Easy and inexpensive to build, simple to take care of, and charming to behold, here is a three bedroom house that proves the benefits that careful planning can give you. In less than 1000 square feet, you have five and a half ample family rooms and not a step to climb. Super-sized closets and a whole storage room in the garage are featured here. Although there is no center hall, the entry has been cleverly designed so that there's no need to track through the spacious living room to reach any area of the

house. The bright, efficient kitchen has a convenient door to the carport (in cooler climates makes this a garage). There's wonderful dining space, right under the window, or for guest dinners, the living room is close at hand and welcoming. For economy, the bath is back to back with the kitchen. Here is a ranch house where every expense has been considered, architect-designed to give you the most for your money. Here is proof positive that if you can afford to rent, this home can be your own.



Overall Dimensions: 36'2" x 27'6",
excluding carport.

Square Feet: 967.

Architect: Herbert W. Neumann.

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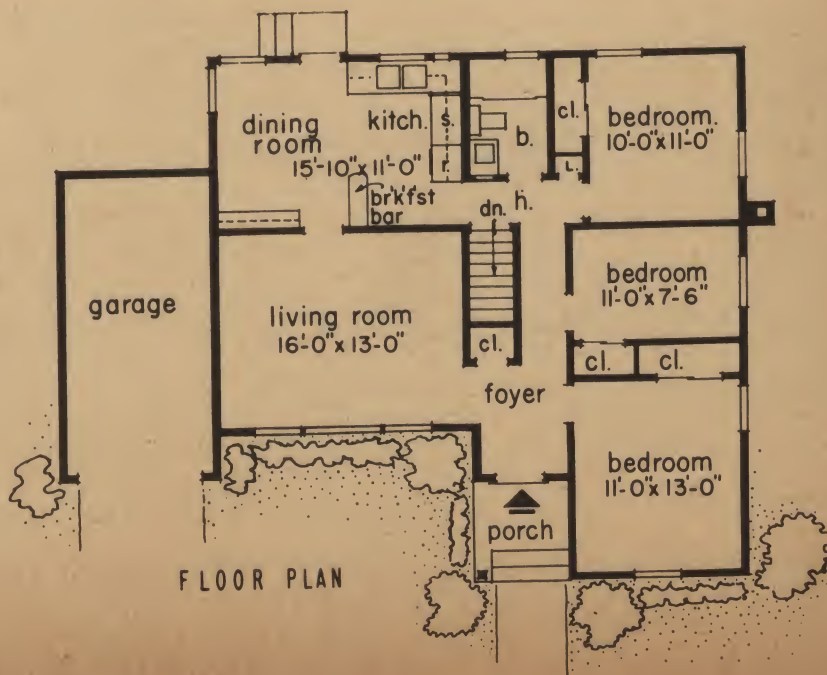
Picture Perfect Ranch House

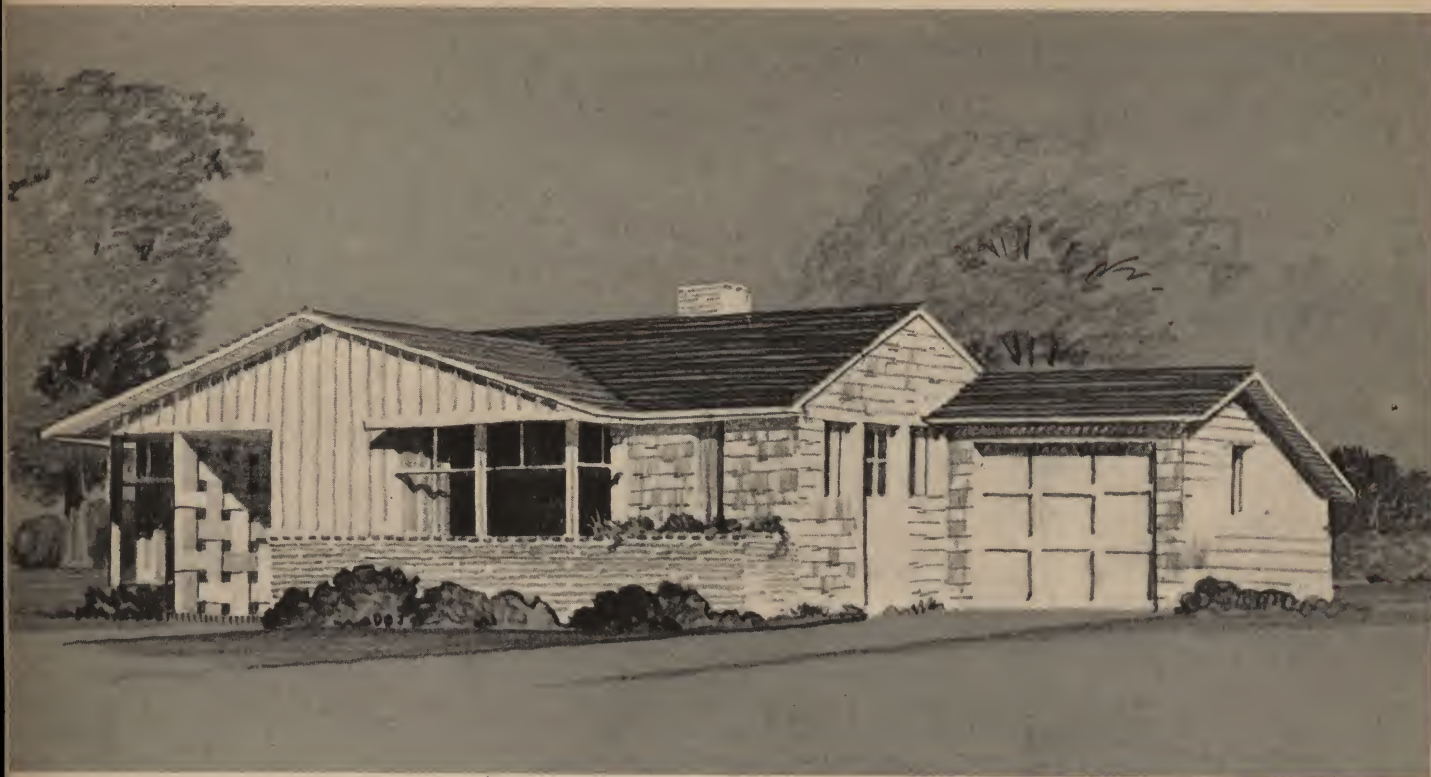
PLAN NO. P-4551

You'll know what easy living can be in this tidy white ranch house, enhanced by a white picket fence and crisp landscaping. A covered porch leads to foyer and central hall which makes it easy to keep all areas traffic-free. Closets will solve your storage problems beautifully, with minimum use of living space and sliding doors are space-savers, too. The front and back bedrooms can accommodate twin beds, and in the small bedroom a "double-decker" can answer the problem of sleeping quarters for a fam-

ily of six. You'll never want a sunnier, more efficient kitchen than the one planned here, with corner windows at the dining end and an island breakfast bar. Note the convenient arrangement of work area to save Mother's steps. Designed for full family living, this moderate-sized home gives a maximum of comfort, and the cost is kept at a minimum. As you light the lamp in your living room at the luxury picture window, you will know that this is home, sweet home.

Overall Dimensions: 34'9" x 35'.
Square Feet: 1,007.
Architect: Herman H. York.





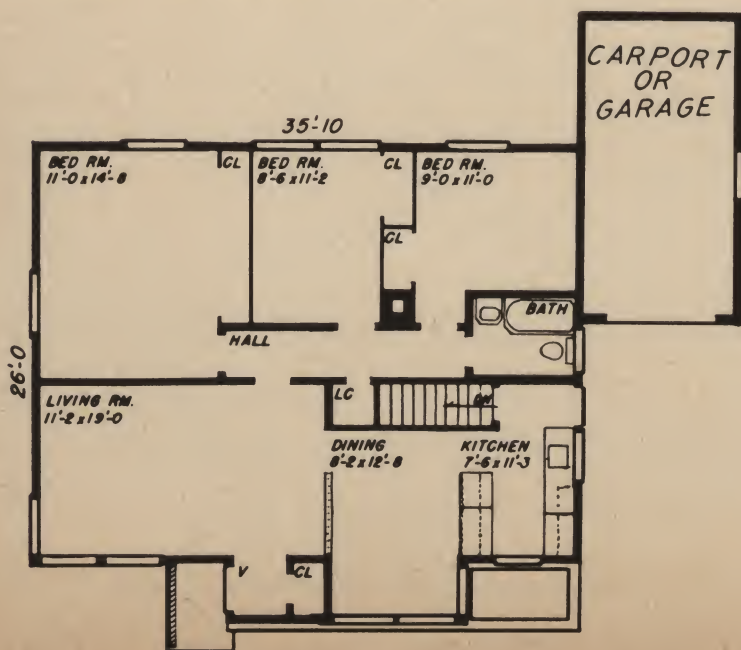
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Warm-Hearted Modern

PLAN NO. P-5216

The most ardent traditionalist might find this little modern house heart-warming. The clean lines of the gable, the combination of brick and vertical siding, and little touches like the basket-weave windbreak to the left of the front door, and the planting in the brick-work at the kitchen window — these are some of the charming features of this home. Inside, the plan is up-to-date, too. A vestibule and coat closet at the front door shield the living room from drafts. The dining

room has a corner window wall, with a practical overhang outside to shield it from the sun. There is a latticed wall to divide the dining and living rooms, and a practical pass-through from kitchen to dining room. At the back, each of the 3 bedrooms has unusual closet space—the master bedroom, with cross ventilation, has an entire closet wall, while the other two bedrooms divide a closet wall between them. This is a neat house and represents the best of modern design.



Overall Dimensions: 35'10" x 26'.
 Square Feet: 1,023.
 Architect: Alfred H. Ryder.

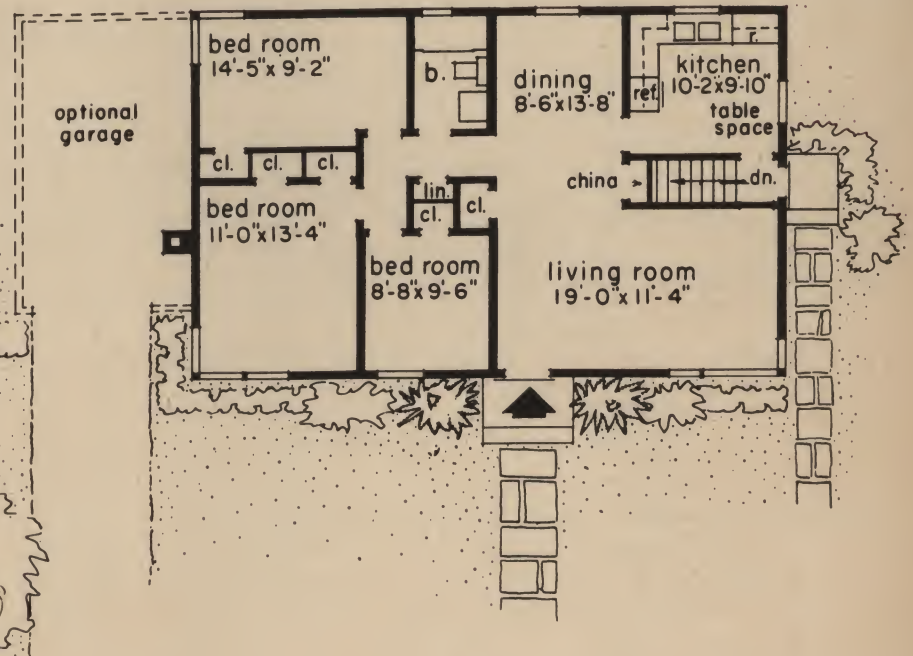
Rambler for Happy Homemaking

PLAN NO. P-4552

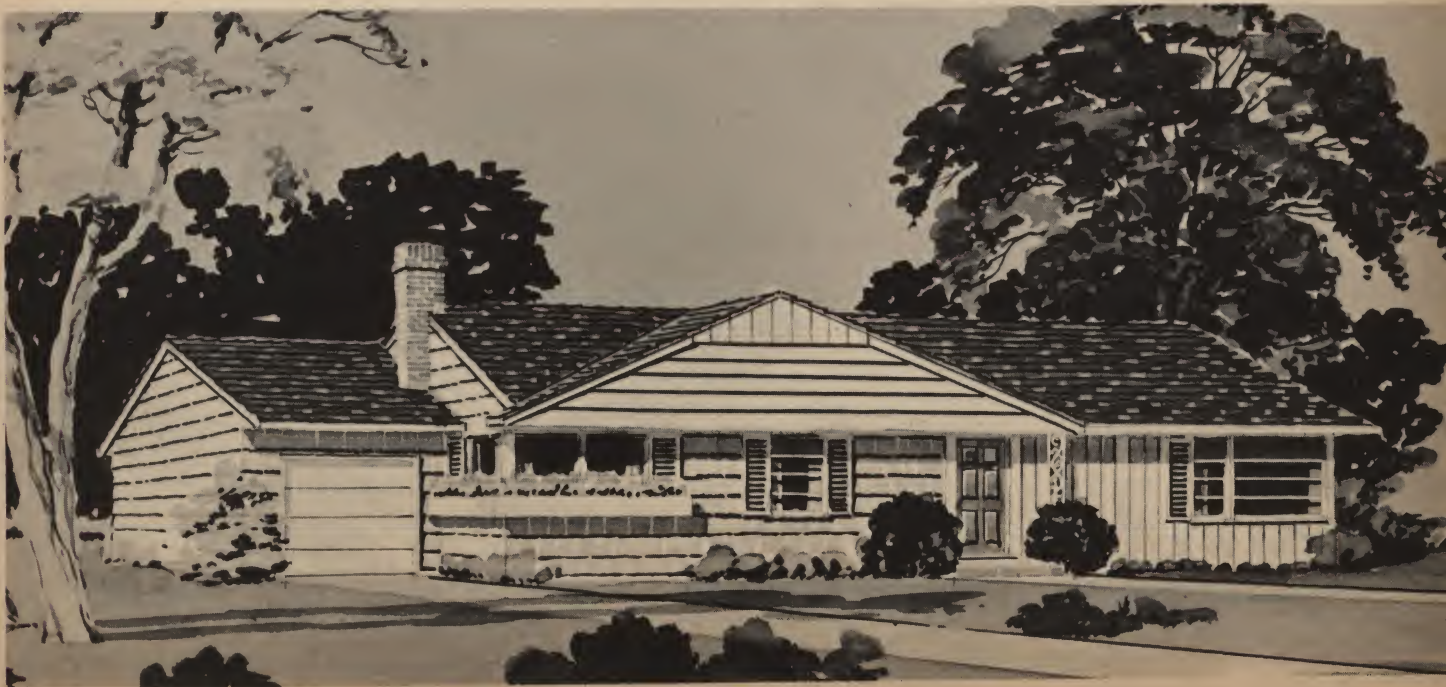
This clean-lined house of white shingle and siding has slightly over 1000 sq. ft. and yet there is space to spare, and six, full rooms, with the real luxury of a separate dining room. A convenient back vestibule saves living room traffic, with cellar stairs and kitchen both easily accessible. Corner windows are a lovely touch in the living room, and there is good snack space in the well-ventilated, efficient kitchen. Three good sized bedrooms makes this compact house comfortable even for a family of six, if double decker beds are used in the small front

bedroom. Or a door to the living room would turn this into a TV room or den, with studio couch for guests. Seven large closets make storage no problem here, and the china closet off the dining room and kitchen is especially useful. Note the high corner windows in the two large bedrooms for maximum light and privacy, without interfering with the wall space below. Window boxes and shutters add a touch of delightful hominess. True adaptability for the small lot, since the garage is optional, is an economy extra.

Overall Dimensions: 40' x 25'8",
excluding garage.
Square Feet: 1,028.
Architect: Herman H. York.



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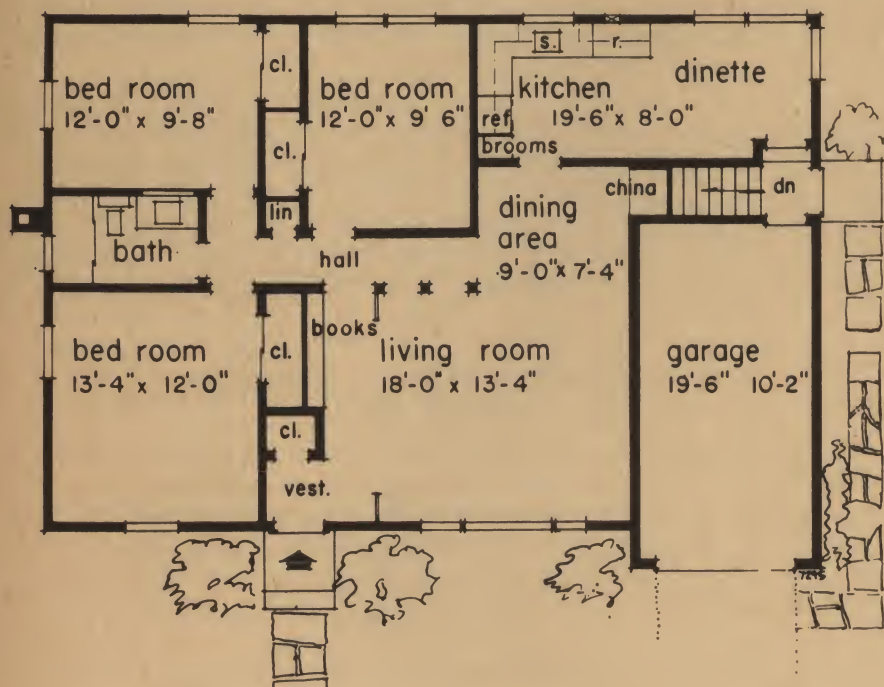


A Charming Home in Your Budget

PLAN NO. P-4553

Attractive simplicity keynotes this ranch home and makes it a neighborhood star. The attached garage, so cleverly tucked in, gives this house an air of being much larger than it is, and a thoughtful plan makes best use of every square foot. Note, for instance, how the kitchen flows into the charming dinette, for almost 20' of ease and coziness. Four big windows brighten every corner of this service and mealtime area. It's a convenient play area in wet weather, and since a formal dining ell is part of the living room, this plus feature is doubly useful. The living room is shielded from the covered front entry by a vesti-

bule and coat closet, and there are floor-to-ceiling bookshelves built-in. Extra space is drawn from the minimum hall beyond, where soft cove lighting can add further interest at night, filtering through the smart, ceiling-high planter posts. A magnificent full-view picture window overlooks the front garden, shaded by the deep, gracious overhang of the roof. Well set off for sleeping comfort and quiet, the three bedrooms are all convenient to the family bathroom and make the most of full height, sliding-door, closet walls, seven super closets in all.



Overall Dimensions: 44'8" x 31'10",
including garage.
Square Feet: 1,142.
Architect: Herman H. York.

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Just for Your Family

PLAN NO. P-52481

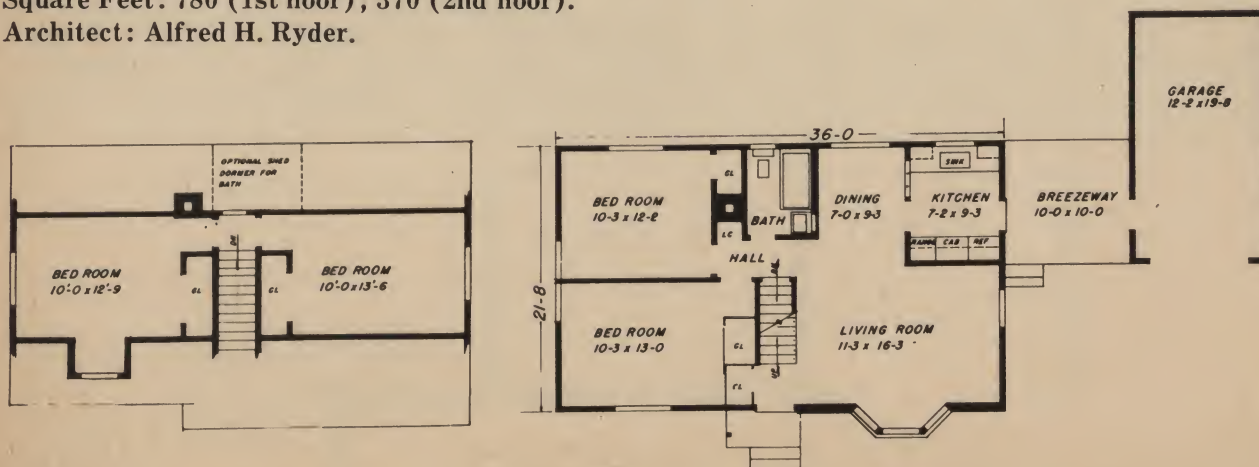
There's maximum good living for any family in this practical house, suitable (without the garage) for a 50' lot. Yet it's anything but a "little" house. Just a glance will show many of the features that make this home so charmingly livable, for today and the future. The living room has an attractive bay window and a second exposure. Each of the bedrooms has two ex-

posures and large closets, perfect sleeping quarters for a family of four. The streamlined kitchen is a step-saving work area that you would plan for yourself, and a compact and delightful dining room is convenient in the ell. Upstairs, there are two more bedrooms planned and super storage to go with them, and an optional bath, too.

Overall Dimensions: 36' x 21'8".

Square Feet: 780 (1st floor); 370 (2nd floor).

Architect: Alfred H. Ryder.



Wonderful Windowed Split Level

PLAN NO. P-4554

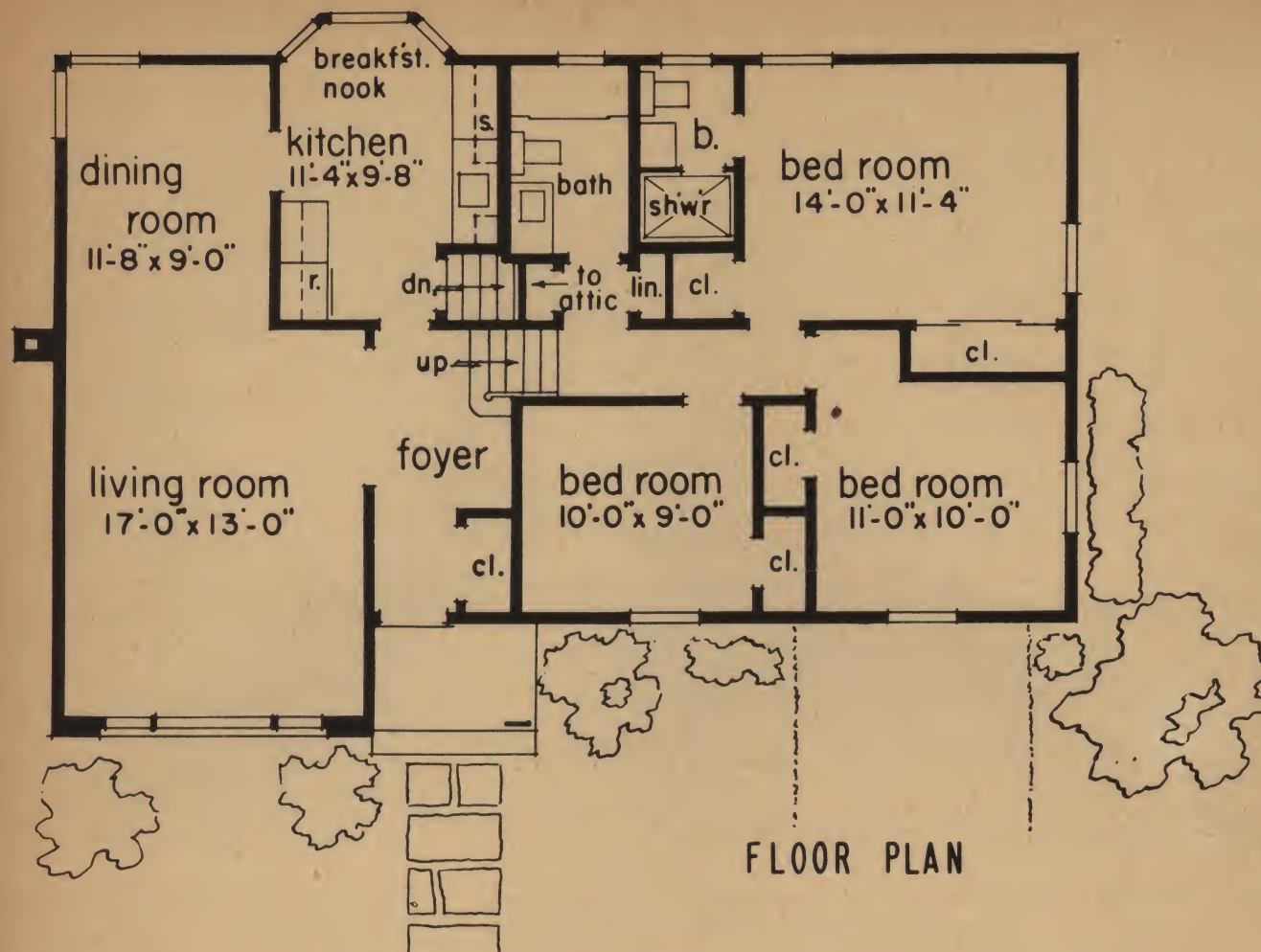
The growing popularity of the split-level plan can be traced to just such a house as this one. All the best features of two-story living are yours at little more than the cost of a single floor house. The garage and recreation room are almost a bonus, and the privacy of "upstairs to bed" without a full flight of steps to climb is an idea that appeals to most families. This comfortable house has several unusual features such as a full width living and dining area, a large, welcoming foyer, and a kitchen at the back, but just a few steps from the front door. Whole

closet walls divide the bedrooms from each other, and note the economical plumbing arrangement for kitchen, family bathroom and master lavatory. Perhaps the best of all extras are the windows, providing the background for this informal home, with the windowed breakfast nook adding real home luxury. As your family grows up, the recreation room furnishes that second living room for teen-age parties or with a studio-couch, it offers a comfortable, pleasant "sleep over" for their guests.



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Overall Dimensions: 44' x 29'9"
 Square Feet: 1,155.
 Architect: Herman H. York.





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For Romantic Living

PLAN NO. P-52352

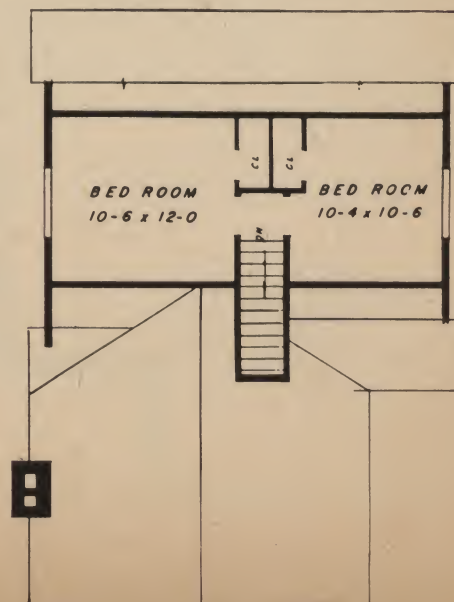
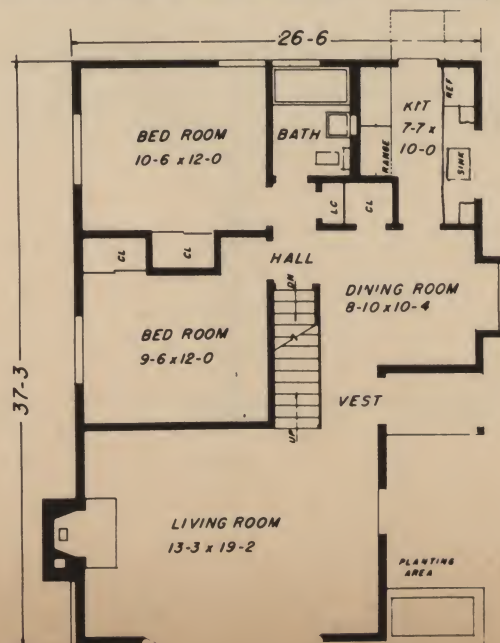
A four-bedroom house that can fit on the narrowest of lots and still have a spacious quality—this is exciting news today. The picturesque bow window is only one feature of this interesting house and presents a lovely front view in contrast with vertical siding, fieldstone, and shingle. A stone planting box and a lily pool greet you on your arrival. A vestibule just inside the front door manages traffic to all rooms efficiently. Centers of interest in the living room are the stone fireplace and many sparkling panes of glass in the curve of the bay. There's a lovely open stairway to the future second floor.

The dining room with a box bay, and the step saver kitchen beyond are large for a house of this size. Two bedrooms and bath for one level living will make a family of four entirely comfortable. Two more bedrooms for a larger family, or to provide a guest room, will fit under the eaves. Storage space is better than ever, with six huge closets, attic and cellar. For that added bit of romance, fill the planter box with bright geraniums.

Overall Dimensions: 26'6" x 37'3".

Square Feet: 876 (1st fl.); 287 (fut. 2nd fl.).

Architect: Herbert W. Neumann.



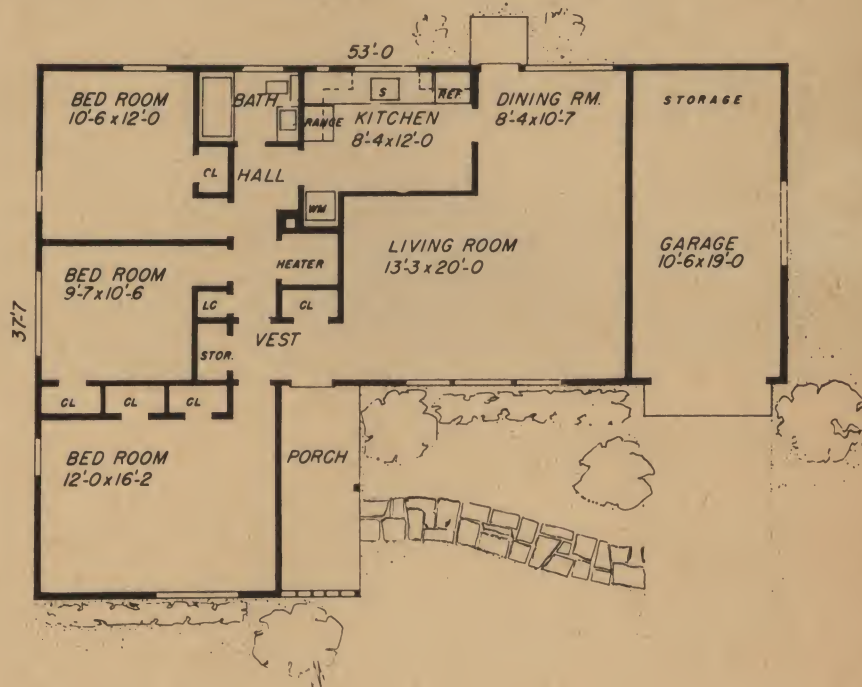
Good Neighbor Contemporary

PLAN NO. P-3508

The plan that uses a utility room instead of a basement is increasingly popular these days, if a home is to be truly all on one floor. And when additional storage is thought out as carefully as it is here, such a home can be perfectly practical in any climate. There are seven tremendous closets plus storage space in the garage, and clever touches, like the alcove for the washing-machine, make for practical space savings. A convenient vestibule off the front porch divides the

hospitable living and dining ell from the hall that leads to the bedrooms, three large, airy chambers. The kitchen and bathroom are back-to-back for plumbing economy, and note how convenient both are to the front hall. No room is a corridor here. Wonderful windows and cross ventilation make every room seem larger, and the clever roof overhang offers shade where it is needed. Modern design will please you and your up-to-date family, within this plan of truly contemporary ease.

Overall Dimensions: 53' x 37'7",
including garage.
Square Feet: 1,200.
Architect: Herbert C. Struppmann.



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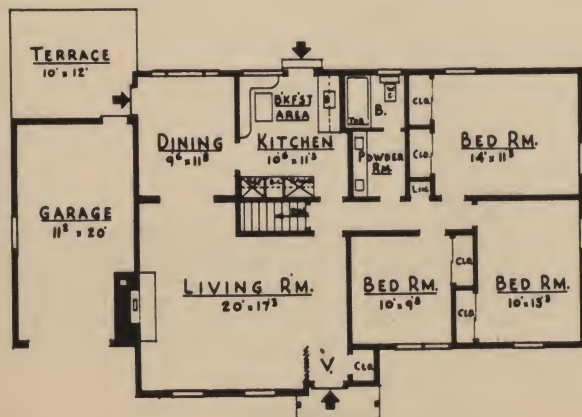
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Homemakers Delight

PLAN NO. P-3423

A home of charm and distinction can be built without overstepping budget limitations which are so important today. With this trim, ranch plan you have the look of a house that seems much more costly than it actually is, but one that offers interior spaciousness and comfort far beyond the average. A partition of opaque glass forms a vestibule—with coat closet, too—to shelter the broad and lovely living room from the entry. A handsome fireplace dominates one wall, and the dining room beyond is the "real thing," a complete room and has a fine picture window. A door out to the terrace makes summer sup-

pers easy. The square kitchen utilizes space to the utmost, so that there is lots of room under the window for a charming breakfast nook. Bathroom plumbing is back-to-back with that of the kitchen for real economy, and the divided areas—powder room with twin lavatory—vanity with full bathroom facilities in the room beyond gives all the convenience and luxury of two full lavatories at the cost of only one. The three bedrooms enjoy the efficiency of sliding door closets which add extra feet to the rooms themselves. You'll find you've built a practical dream house when you're done.



FLOOR PLAN

Overall Dimensions: 43'8" x 30'5",
excluding garage.
Square Feet: 1,238.
Architect: E. J. Cappello.

Striking Stagger Plan

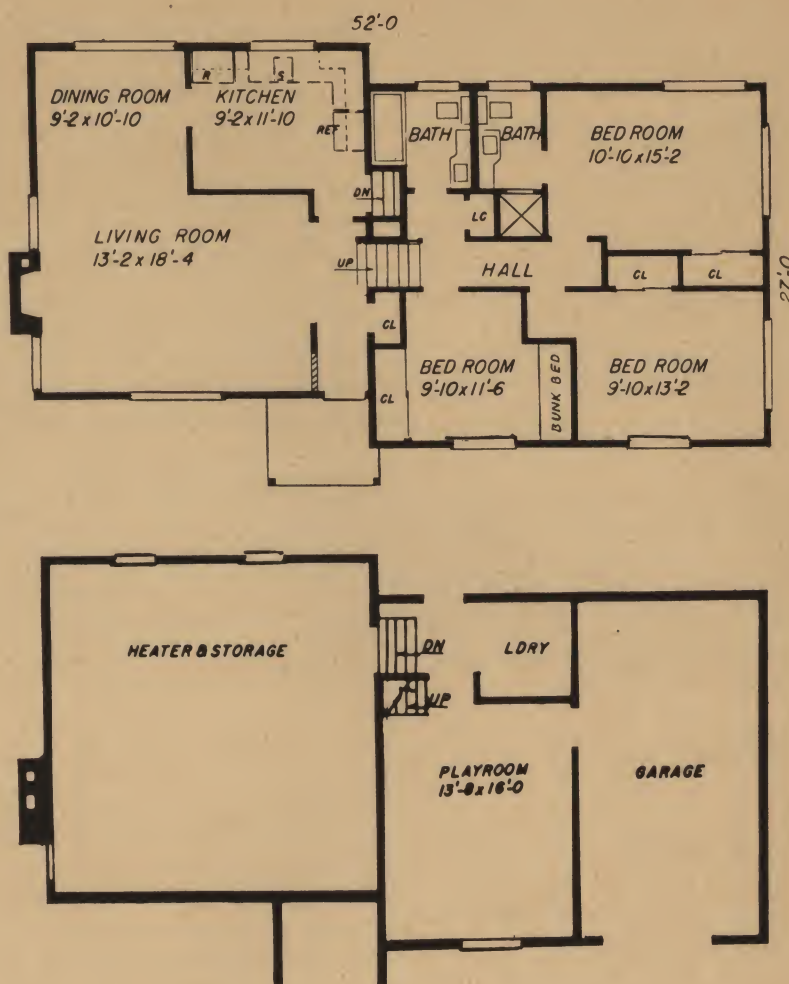
PLAN NO. P-3425

You can't help admiring this striking split-level house. Everybody does. Its attractive exterior has unusually well-proportioned lines, enhanced by the special overhang of the roof for climate comfort wherever you build. The plan is all for comfort too, where the bedrooms are a few steps above the living area, and the heater and storage room, laundry, garage and playroom are a short flight down. Notice the wonderful placement of the windows, especially in the living and dining rooms. Floor to ceiling picture windows on either side of the fireplace offer lovely views and picture windows, front and back mean perfect cross ventilation. Your kitchen is sunny, spacious and convenient, with a corner set aside for a built-in breakfast nook. It's a two bathroom house, economical to have a private stall shower lavatory for the master bedroom with plumbing back-to-back with the family bathroom. Three big, airy bedrooms will suit your family perfectly, especially with built-in bunk beds for the junior members. For charm, beauty and efficiency, this plan can't be beat.

Overall Dimensions: 52' x 27'.

Square Feet: 1,249.

Architect: Herbert W. Neumann.



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Space to Grow In

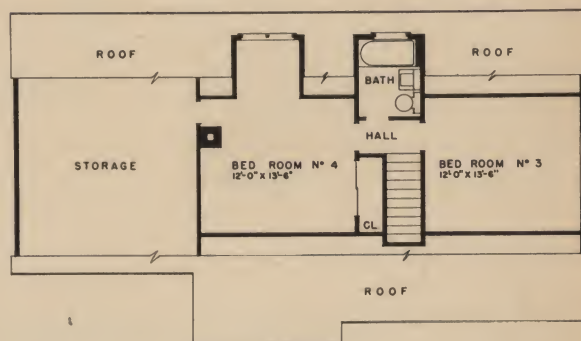
PLAN NO. P-52484

A perfect house for a young couple with a family future ahead of them is this expansion house of distinction. A tremendous picture window over the front garden highlights the living room, adding the extra spaciousness of a deep-set bay. A neat entry hall (with an 8' closet) makes this area seem larger. There's a utility room and radiant heating is planned for, thus saving the cost of a basement at no loss in comfort. Downstairs there are two bedrooms, and upstairs, the attic "expands" to make two more large bedrooms and a future second bath. Superior storage is part of the plan for easy, comfortable living, with a maximum of putaway space on both floors. Entertaining note: the kitchen has a dining alcove with built-in banquette, or, decorate a dining corner in the living room just a step from the kitchen.

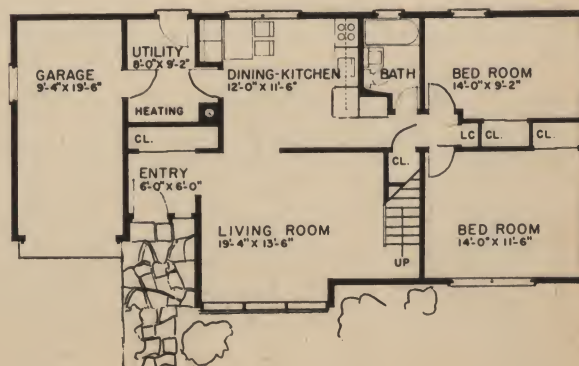
Overall Dimensions: 50' x 26', incl. gar.

Square Feet: 924 (1st floor); 333 (2nd floor).

Architect: Caleb Hornbostel & Associates.



EXPANSION ATTIC PLAN



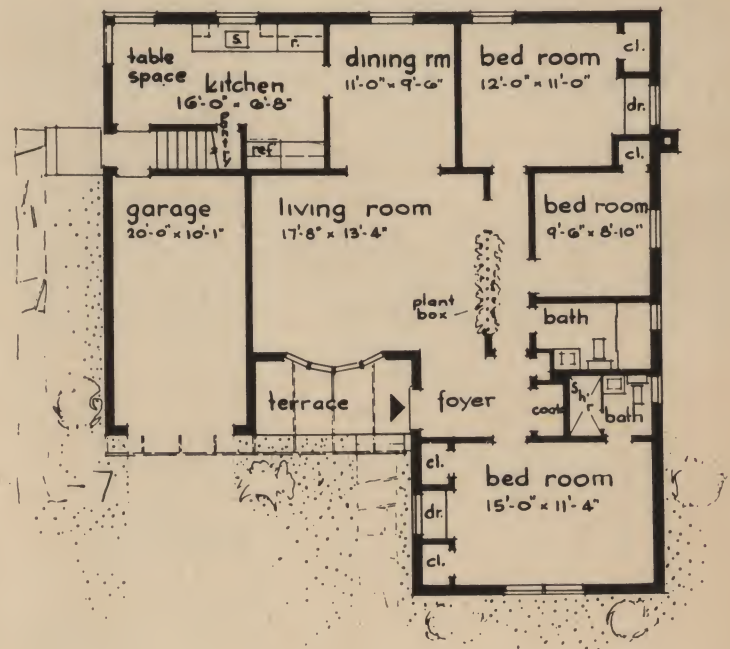
Handsome Red Brick Charmer

PLAN NO. P-4555

Here is flexible ranch living at its best, in a home any neighborhood would be proud of. Warm red brick is highlighted by the bow window, planting boxes and touches of white siding. A delightful terrace is shielded at the front by the wings of the bedroom and attached garage. A hospitable foyer separates all areas, with no need to track through your lovely living room. Note the clever plant wall that forms a bedroom hall. The small bedroom is so conveniently located that it can be utilized as a study or TV room. A dressing table alcove is a

feature of the master bedroom, and a shower-lavatory, back-to-back with the family bathroom, becomes an economical luxury. The back bedroom has two exposures, too, and the nook formed by the closet would accommodate a built-in desk. With the garage neatly tucked-in at the side, the kitchen entry is triply convenient, leading to the cellar stairs, the spacious kitchen and the garage. A good, old-fashioned pantry closet makes modern living easier, and corner windows welcome the snack nook. A basement recreation room is a bonus extra.

Overall Dimensions: 42' x 44',
including garage.
Square Feet: 1,286.
Architect: Herman H. York.



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Marvelous Multi-Level

PLAN NO. P-3509

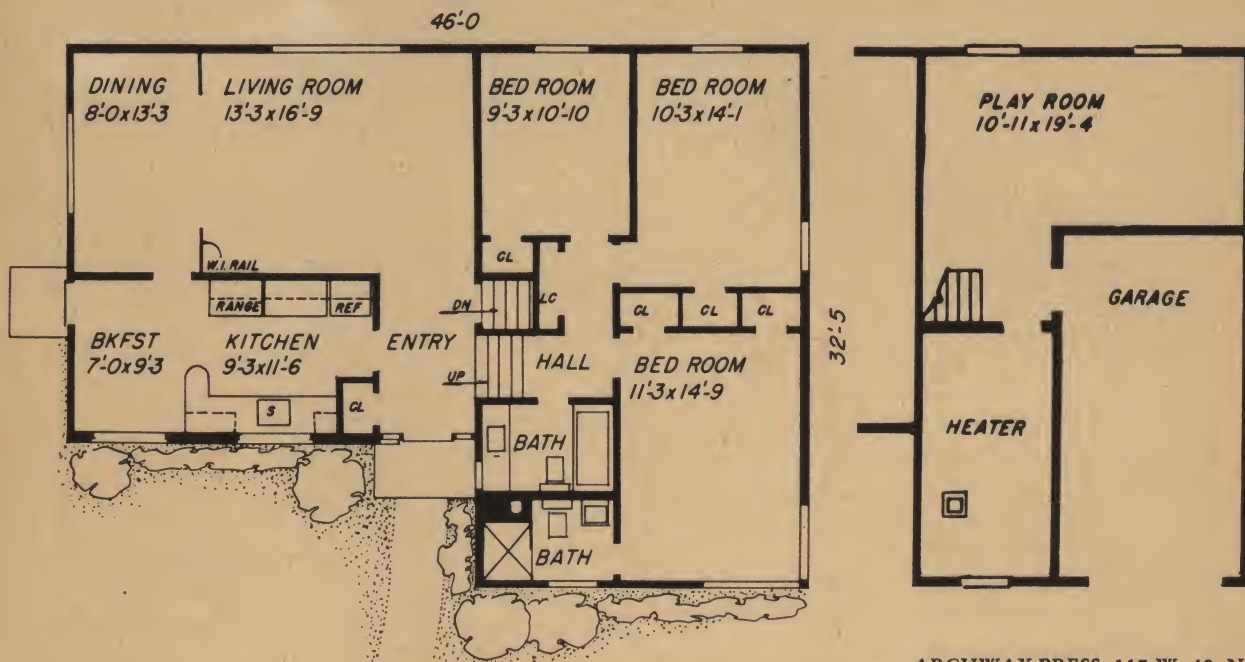
The magic of the split-level plan has been spreading throughout the country and this streamlined version has made itself right at home everywhere. This three bedroom house features a master bedroom suite, with private shower bathroom and corner picture windows. Note how cleverly the family bathroom has been placed on the bedroom level so that it can still serve as a guest lavatory. On the entry level, the kitchen is at the front to permit mother to keep her eye on the front door. View windows add brightness here as well as in the breakfast nook adjoining. At the back, there's almost 25' of living-dining area, with graceful wrought-iron

rails to mark off the dining room. Great glass expanses at the side and back allow sunshine and air to pour in. Just a few steps down is the garage level, with a play-room large enough for an informal living room, and design that permits two windows overlooking the back yard. This illustrates the practicality of a split-level house: a garage in your basement at little extra cost, and an extra room for all the family.

Overall Dimensions: 46' x 32'5".

Square Feet: 1,290.

Architect: Herbert W. Neumann.



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PLAN NO. P-5207

For Your Growing Family

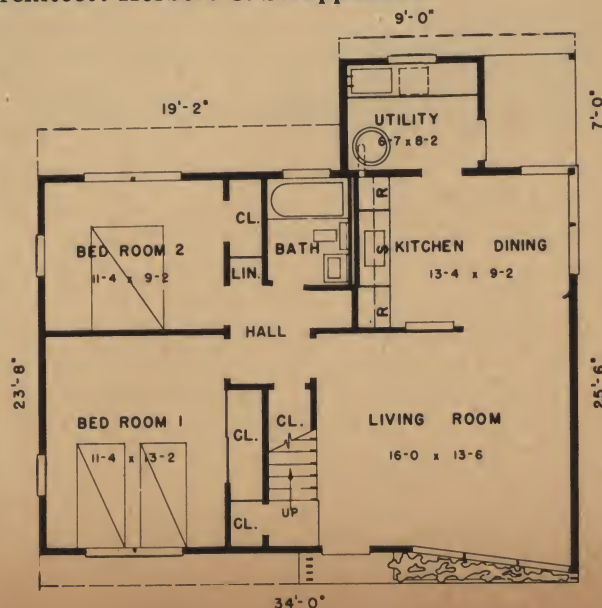
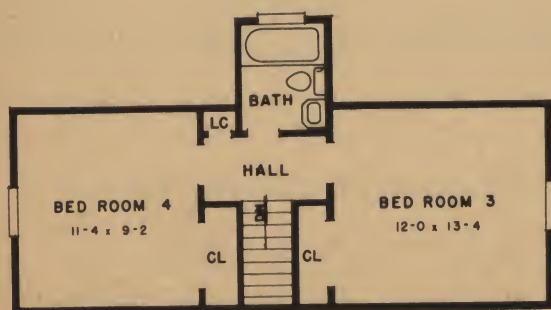
Custom planned for your needs, both present and future, this expansion ranch house offers as its first conversation piece the unusual angle of the living room picture window. It's a stunning window idea and one that you would expect to find only in a much more expensive home. The open stairway lends extra spaciousness too to this smart living area. Corner windows highlight the dining area next to the kitchen and a pass-through suggests the perfect spot for formal dining in the living room. There is a convenient and compact utility room and laundry just off the kitchen, eliminating the need for a cellar. Kitchen equipment can be limited to the essentials for

efficient working conditions, thereby creating a work center that is uncluttered and allowing greatest space for the dining area. Six large closets mean maximum storage. Sleeping comfort is insured in the well-ventilated bedrooms for your present family, and looking into the future, the expansion attic can be turned into two additional bedrooms, second bathroom and three more closets to accommodate your happy family.

Overall Dimensions: 34' x 32'6".

Square Feet: 887 (1st fl.); 408 (exp. attic).

Architect: Herbert C. Struppmann.



Three Lovely Living Levels

PLAN NO. P-4556

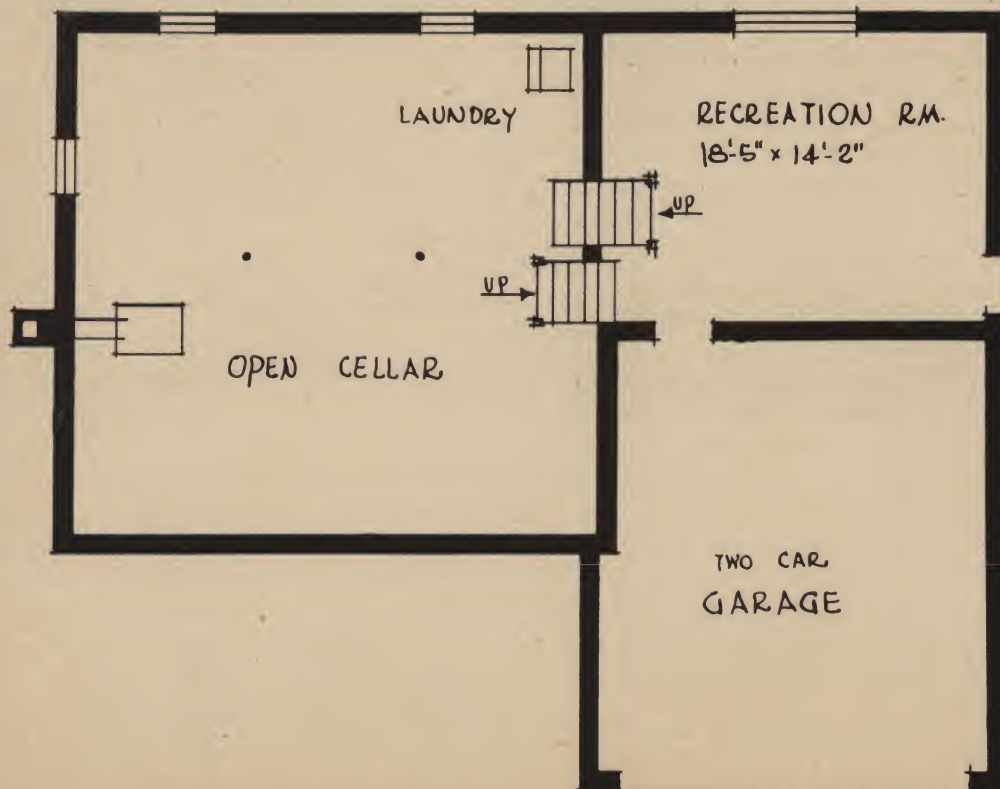
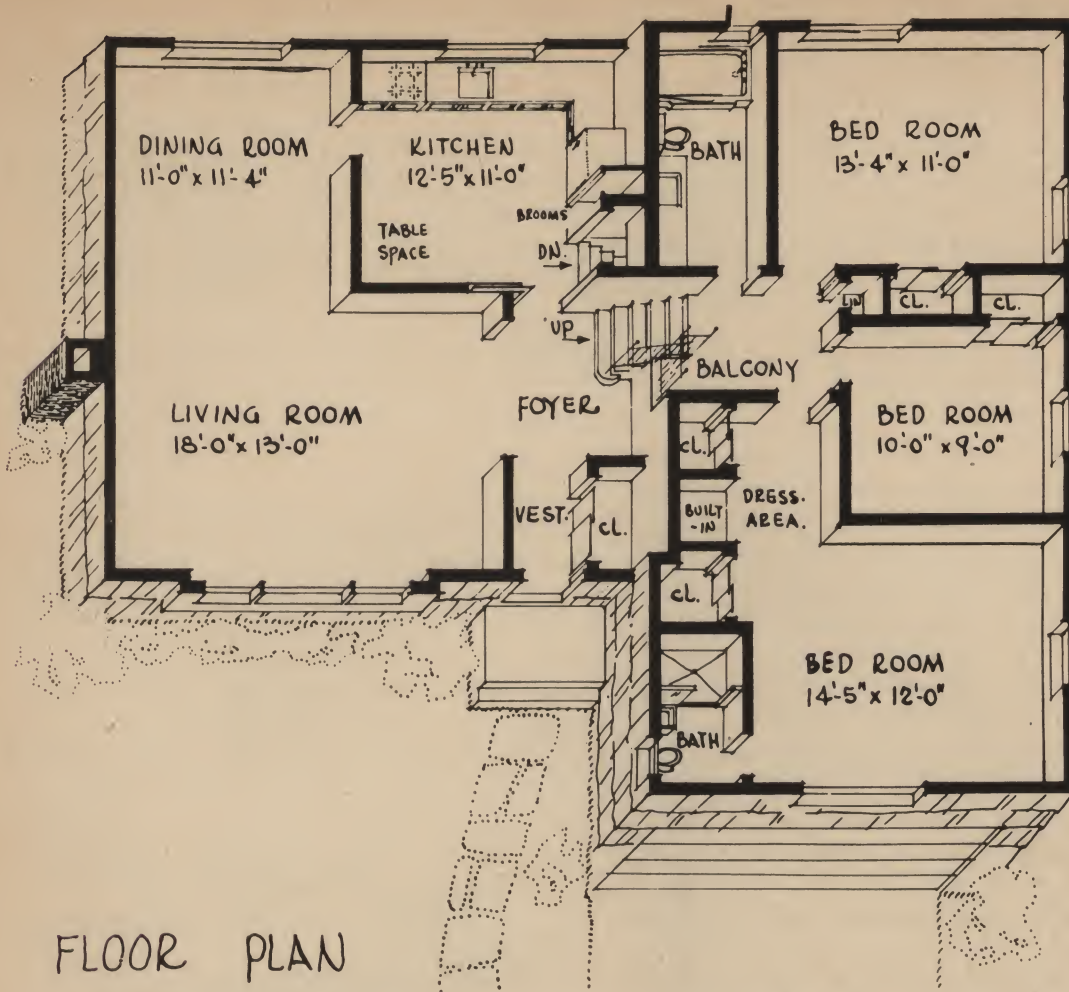
Within a minimum split level plan, this three bedroom house is a miracle of compact planning without sacrificing a single luxury feature. There's the convenience of a vestibule with sliding door closet, and a gracious open stairway and balcony offers a vista from the living room that makes this charming area seem doubly spacious. The master bedroom is a real suite set off by a dressing room and with its private shower bathroom. A

three closet wall separates the two other bedrooms, and a vanity-bath room is right at the head of the stairs. Just a half-flight down from the kitchen is the rumpus room with a door to the side, and a large window overlooking the garden. The 2-car garage is a luxury in a home of this size, and think of the wonderful facilities for storage, laundry and workshop in the cellar just six steps below this level.



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Overall Dimensions: 43'8" x 35'8".
 Square Feet: 1,302.
 Architect: Herman H. York.



The Right Site For Your Home



BY DANIEL LAWRENCE

IT'S A GREAT DAY. You've decided to take the step, at last. You are going to build your own home!

In your mind you picture an attractive house, set on a perfectly suitable and perfectly beautiful lot. So with a zing of anticipation you get the family into the car one Sunday afternoon to "take a look at some lots."

Where do you go — and what do you look for?

You might start with ads clipped out of the classified sections of the newspapers; or you might stop in at a few real estate offices; or you might talk around, get some information from friends and business associates.

You will probably do all three; but there are a few decisions you ought to make before you spend time, gas and oil out lot prospecting.

First, you want to narrow your choice down to acceptable locations. Within a broad area, where do you want to live? Which section of town, or which direction from town, or which specific neighborhood? You should have two or three "acceptable locations" in mind.

The next thing is to get a lot that's big enough for your house—and otherwise suitable. Size is a fact that you can get from the ads, real estate people or your friends. The "otherwise suitable" requires closer inspection, on your part.

And then, of course, the lot must be within your price range. This, too, can be ascertained by checking costs in the area before you go out to look.

In this connection, many homebuilders buy oversize or double lots, with the intention of selling off the unnecessary portion after they have built and settled. If you have the idea that your home will add greatly to the value of the neighboring land, so that you can sell it at a substantial profit, dismiss it. The best land authorities feel that it is a mistake to tie up money in lots for speculative purposes—unless you are in the land business. It may be years before you resell, and your profit often adds up to no more than the taxes you will have paid on the unused terrain.

Let's examine some of the basic factors that go into wise site selection.

FIRST: Appropriateness to your house plan.

Is the site large enough for your home, for the out-buildings you may wish to build, for the gardening and landscaping requirements of you and your family, for possible expansion, for the garage and driveway?

Is the grade or slope of the land in keeping with the type of home you intend to build? (For example: You can obtain best results with tri-level or other split-level building if the lot has some slope or even is hilly.)



SECOND: Physical properties of the land. How about drainage, and the general "lay" of the land? Is the soil good, or will you have to build it up or import costly topsoil in order to get a good stand of grass? (You can get a soil analysis made at the state agricultural college or through a commercial soil-testing laboratory.) Are there trees . . . for beauty, shade, cooling in summer and windbreak in winter? The importance—and downright money savings—of trees is something many homeowners tend to overlook; but particularly if you look forward to air-conditioning your home, you can consider trees a natural aid to your air-conditioning plant.

Is the view pleasant? Will extensive grading be required? Check the lot with care for all factors which may cost extra money, or which may detract from the value of your finished home.



THIRD: Beyond the lot line. What's the personality of the neighborhood? Of the specific block? Do your neighbors take pride in their homes? Don't forget that the value of your land is dependent as much on their efforts as on your own. Is the neighborhood growing? Or is it slipping? Don't hesitate to ask questions of people who may know—and that includes the people you are considering for neighbors.

How convenient are schools? Even if you have no need for schools within your family, their presence or absence will affect the resale value of your home.

What about churches? Shopping facilities? Recreation areas? Transportation?



FOURTH: Are usual services and utilities provided? In an established neighborhood this will include gas, electricity, water, telephone service, and an efficient sewer system. You should look for sidewalks, street lights and paved streets. If they are not in, what are future assessments for these items likely to cost?

Find out about police and fire protection. Aside from lack of protection if these factors are absent, their absence will hike your insurance premiums.

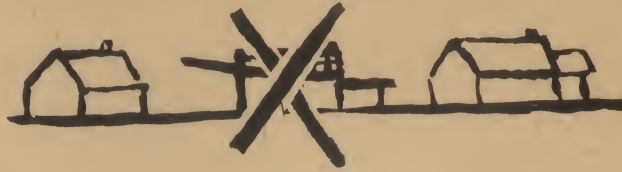
What about garbage removal?

In newer areas, some of these services and utilities may be lacking. Find out how far the neighborhood has gone in bringing these services in, and what the cost is likely to be.



FIFTH: Taxes and assessments—present and prospective. Don't take anyone's word that taxes and assessments are paid up. A check at the town hall or county building will bring you the facts. Find out if you can what taxes on your finished home are likely to be. Your neighbors-to-be will tell you without too much urging how taxes are in the area. Remember that if a great many schools or roads are being built because of the newness of the area or a large influx of people, your taxes may go up—but you will have the use of the facilities they pay for.

SIXTH: Is the title clear? Make sure you are getting a merchantable title with the land, both to assure you unchallenged possession and to aid you in selling the property at some future date. Have a reputable lawyer get you a statement of title; or, if you are dealing through a bank or building and loan association, check with them for an opinion of title.



SEVENTH: What about zoning? Community zoning regulations should protect you against the possibility that one day a tavern or gasoline station won't go up on the end of the block. Again, the ultimate resale value of your home may depend upon the rigidity of zoning and enforcement. On the other hand, zoning regulations may affect the kind of home you yourself plan to build. For example, if you want to make provision for a second family to live with you, you may find zoning regulations forbid construction of a two-family home.

Often local regulations limit the number of kitchens in a structure or allow only a minimum bathroom size, or prescribe that the home may not approach the lot lines within a certain footage, or do not permit certain architectural styles to be used.

Look into all of these factors before buying your lot. The proper place to check is the town or village hall or the county building.

EIGHTH: The price tag. An improved site—with utilities and services at hand and paid for—should represent between 10 and 15 percent of the total value of house and lot. It's not a good idea to build a modest home on a costly lot; in reselling, you are not likely to get back the full cost of the lot. And, for reasons discussed earlier, it's not a good idea to build a substantial home on a cheap lot—ordinarily, an indication that your home will be among the more valuable ones in a less valuable neighborhood. When you come to resell, whether you like it or not the value of neighboring property will affect your own.

The standards discussed above should not be considered rigid; the perfect lot that meets all requirements is rare indeed. If you keep your requirements fairly flexible, and keep your eyes open to the possibilities in "unlikely" areas, you might run across a good buy.

Even if you have already made up your mind (until you read this, at any rate) about the specific lot, it is a good idea to check it against the standards outlined here. Make sure your lot has at least a "passing grade" before you go ahead with your investment. Because once you start to build, it's too late to backtrack. This is one decision you can't recall—so make it carefully!

Split-Level Comfort Starred

PLAN NO. P-4557

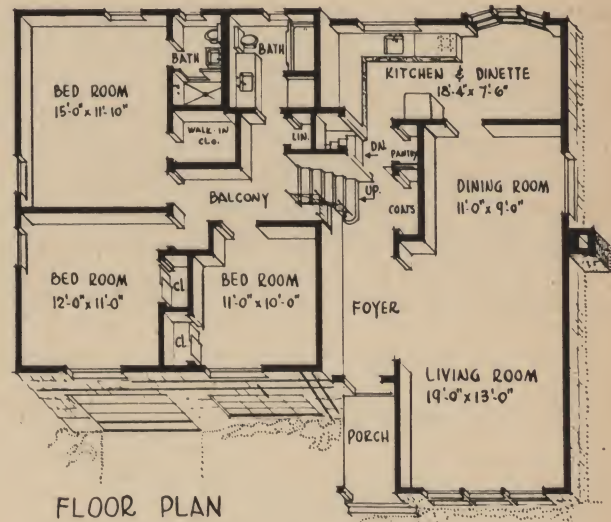
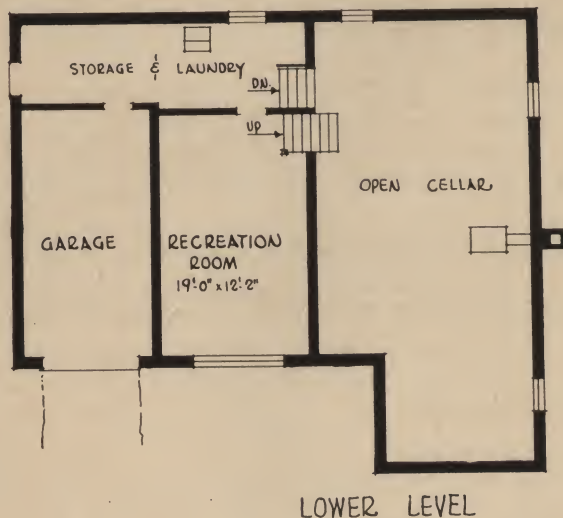
Here is a popular split-level plan, to please the most exacting housewife. The airy, pleasant foyer, with its huge coat closet, is enhanced by the stairway and balcony of the bedroom level, a half flight up. On the living level, there is 30' of living-dining room expanse. Beyond, the bow-windowed dinette is ideal for breakfast and family meals. Teen-agers will adopt it for their own "coke" center. On the sleeping level, a super bathroom serves the children's bedrooms, while the master bedroom, completely private at the back, has a walk-in closet and private shower-lavatory. Six, easy steps down from

the kitchen is a lower level, divided into a sunny storage and laundry unit, spacious garage and best of all, that junior living room, almost 250 sq. ft. of bright airy recreation space. The shingled exterior of this house, broken by unusually wide windows, is a true promise of the happy plan inside. It's a home to make your own, for now and forever.

Overall Dimensions: 43' x 36'6".

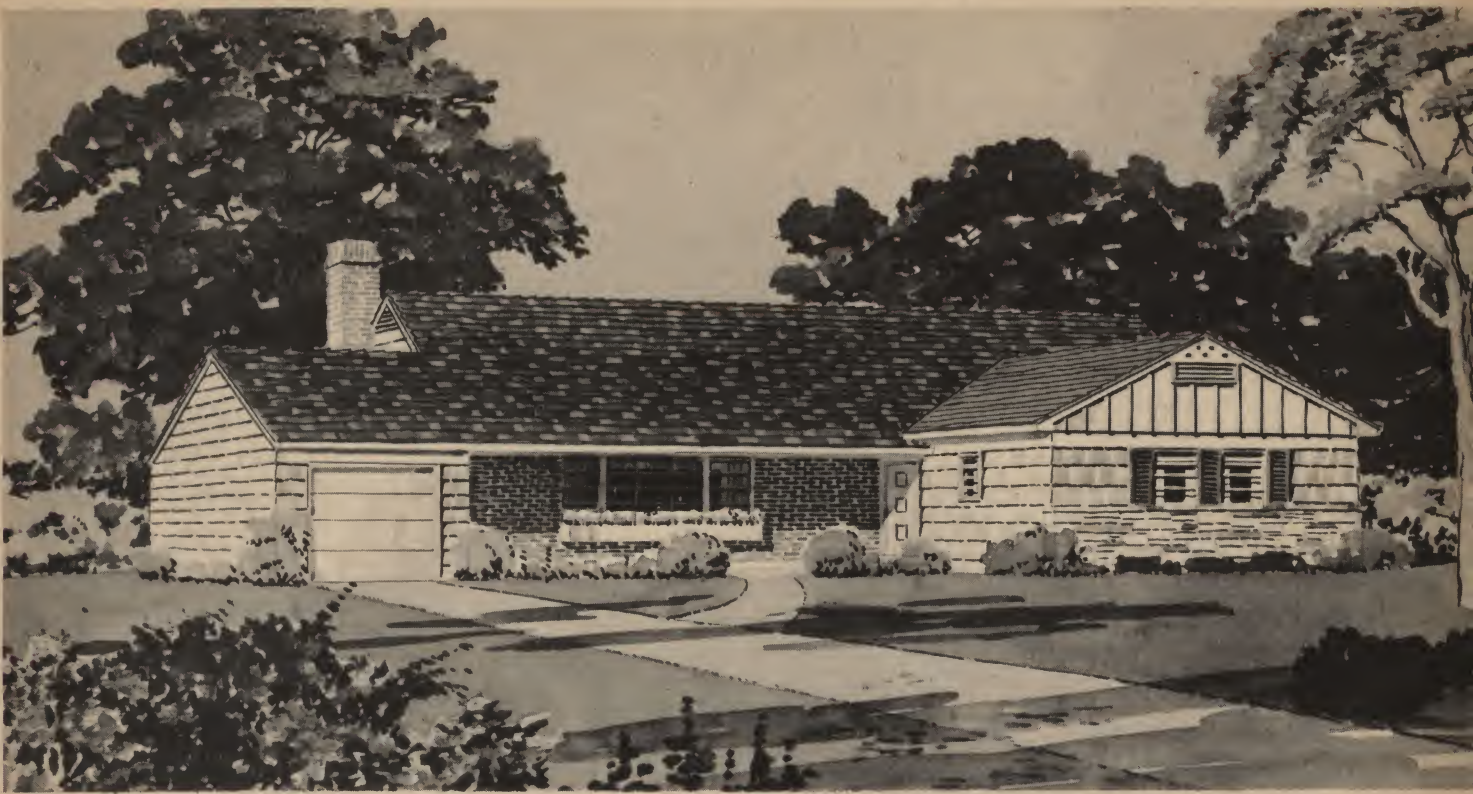
Square Feet: 1,320.

Architect: Herman H. York.



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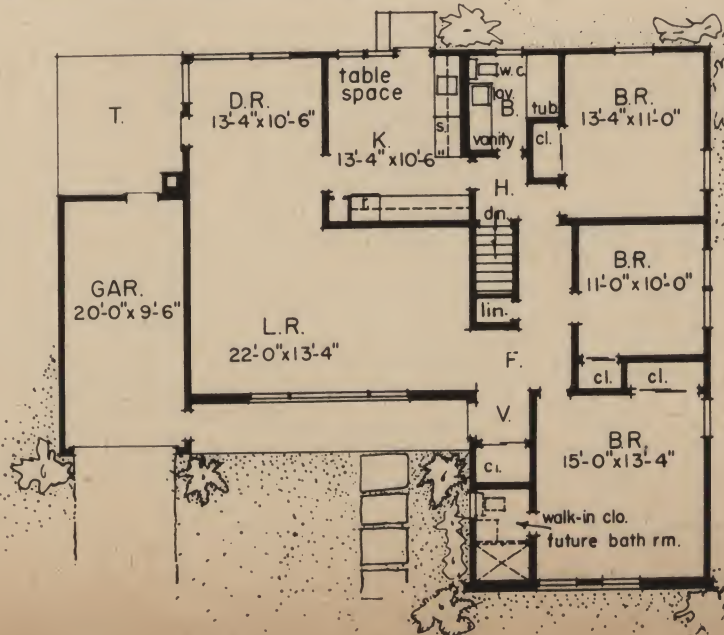
Highlight on Practical Homemaking

PLAN NO. P-4558

Budget planning for a real family makes this ranch house a perfect palace. Everything's been thought of for your comfort, from the covered walk between garage and front door to the kitchen and dining room so conveniently placed and adjacent to a shielded terrace for outdoor dining. The vestibule opens to a spacious foyer and the bedroom areas are completely separated but, like every other area in this well-planned house, easy to get to. There's a window in the dressing room in the master bedroom and a large sliding door closet, so that at any

time you can add a future shower bathroom. Three wide windows mean well-ventilated sleeping comfort here. Each of the other bedrooms is large enough for twin beds, and sliding door closets mean full, floor-to-ceiling storage in each. The family bathroom has a vanity lavatory, and the plumbing is back-to-back with the kitchen for luxury at minimum cost. Even the living room picture window is economy minded—small paned for a full view, and the dining room in the ell at the back, enjoys corner windows for a garden vista.

Overall Dimensions: 50'10" x 43'5",
including garage.
Square Feet: 1,421.
Architect: Herman H. York.





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All-American Living

PLAN NO. P-52496

There's a blend of old and new here, with the long, low lines of the house, enhanced by the bay window, and emphasized by the white fence around the kitchen garden at the front. Inside the foyer a delightful contemporary touch is the wood-slat, floor-to-ceiling screen, shielding the dining area, with the kitchen convenient yet separated. The living room is a joy to decorate, with the fireplace as a focal point opposite the bay window. A minimum hall at the back lends privacy to the two bedrooms and makes the bathroom convenient for a guest powder room. Upstairs there are two more bedrooms and bath to be finished when you choose.

Overall Dimensions:

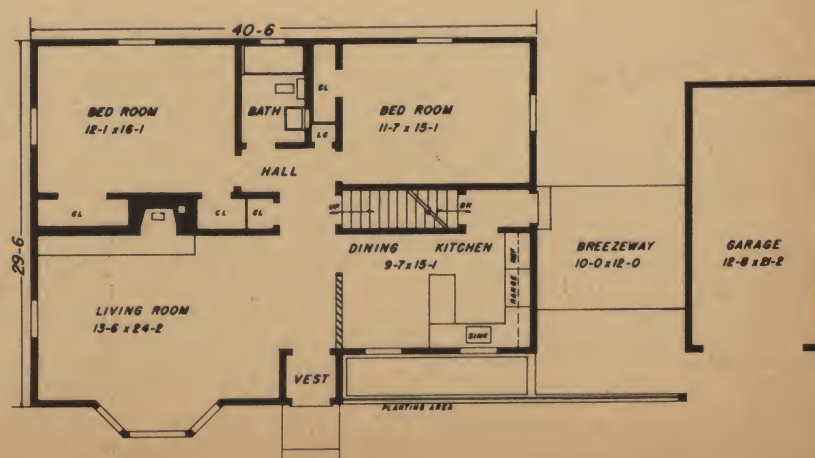
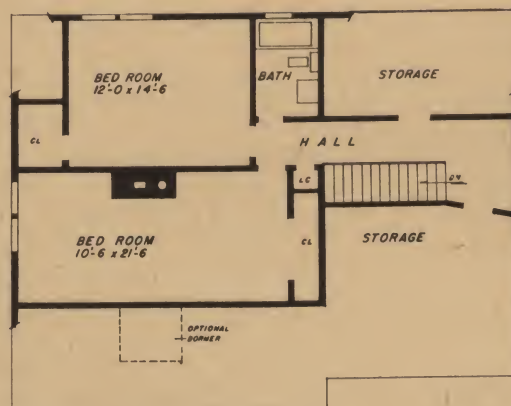
40'6" x 29'6".

Square Feet: 1,215 (1st floor);

685 (2nd floor).

Architect:

Herbert C. Struppmann.



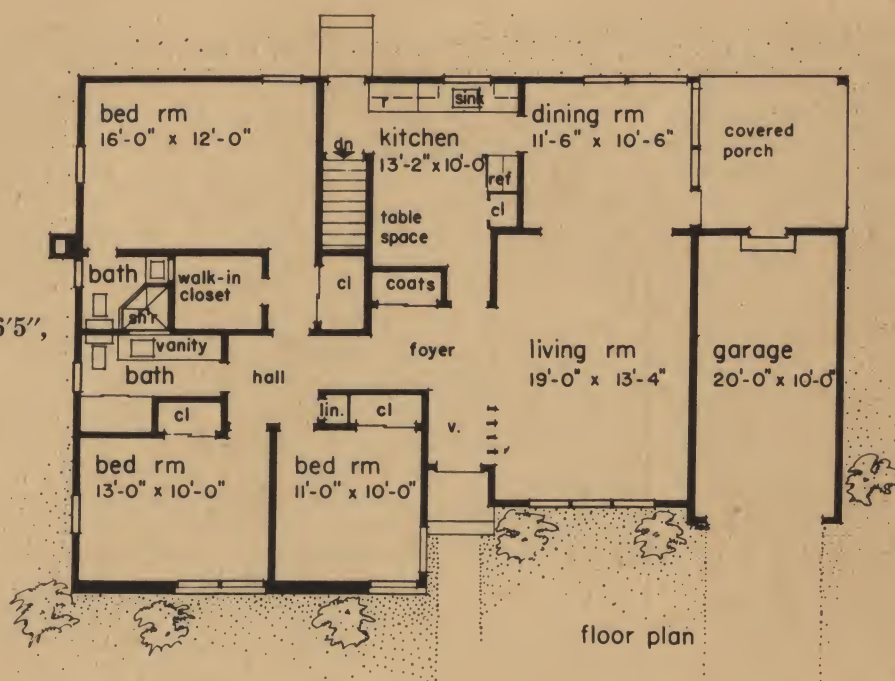
Family Featured Ranch House

PLAN NO. P-4559

This house has many of the features that most families ask for and is designed with economy and best use of materials in mind. Back-to-back plumbing brings the desirability of a two bathroom house within the reach of the average family, and the vanity-lavatory is an extra luxury. Note the walk-in closet and sliding door wardrobe that turns the spacious master bedroom into a suite. Five other king-sized closets serve storage purposes luxuriously. The vestibule and foyer give true center hall convenience and a latticed wall lends spaciousness to both

living room and foyer. A sweep of almost 30' for living-dining area is brightened by picture and corner windows. A French door leads out to the covered porch, with sheltered access from the garage. Note the convenience of the back entry for kitchen and cellar stairs. A cozy corner of the work-saver kitchen is devoted to breakfast and snack space. Wonderful windows make the two front bedrooms beautifully comfortable and teen-aged Sister will love that handsome, full-length window in her bedroom-sitting room corner.

Overall Dimensions: 52'6" x 36'5",
including garage.
Square Feet: 1,431.
Architect: Herman H. York.



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Pampered Living-Expansion, Too

PLAN NO. P-4560

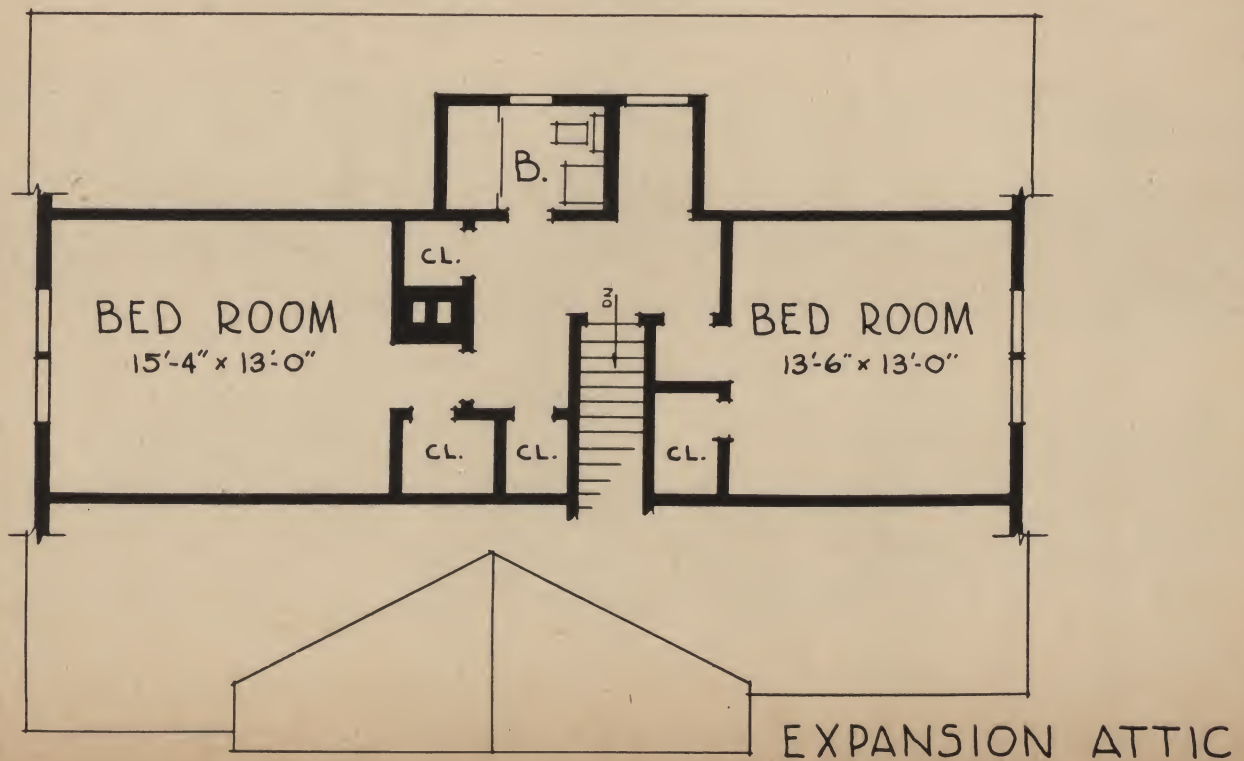
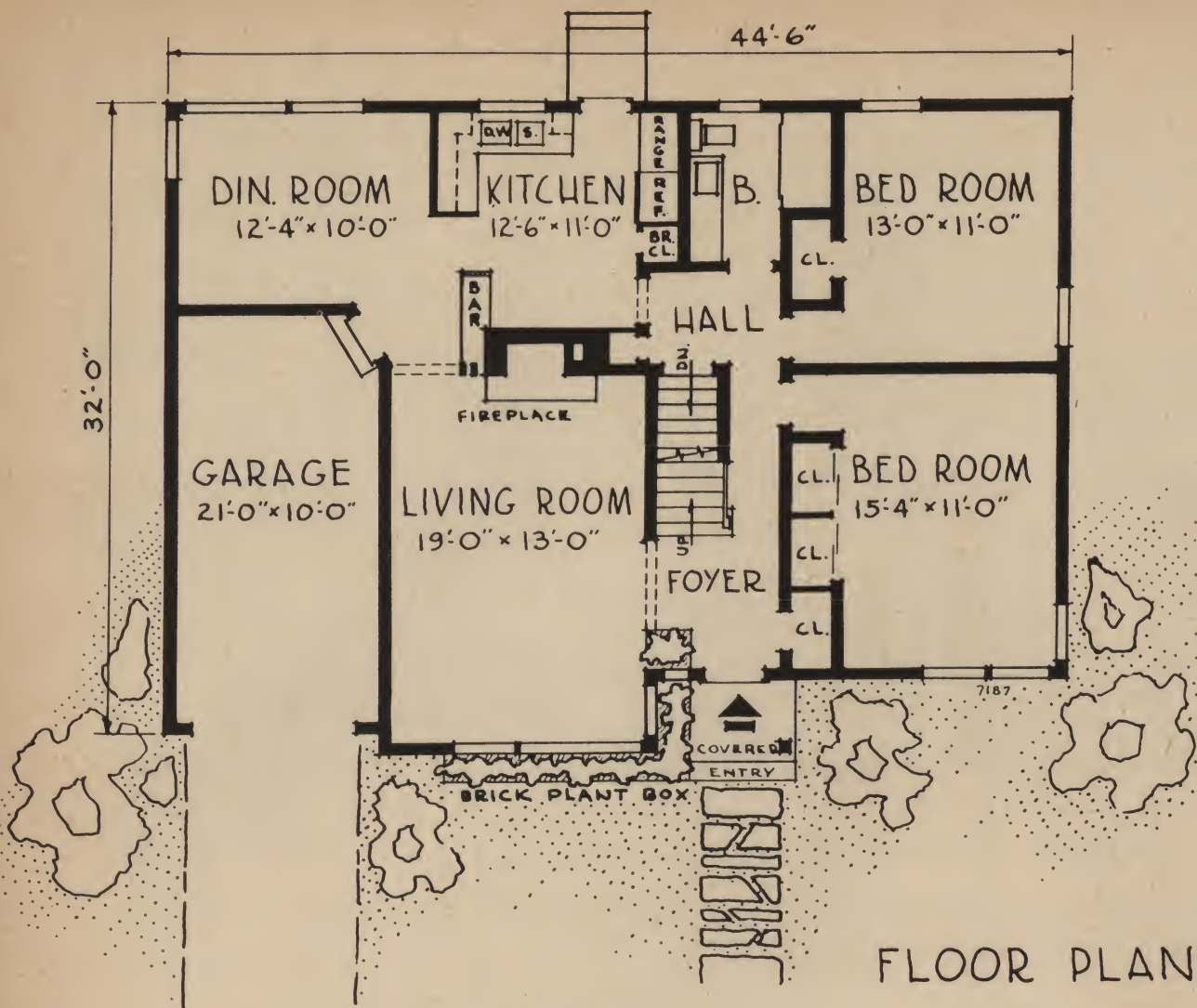
The warm-hearted exterior charm of this expansion house flows right on inside through the covered entry into the wide foyer. Brick planting boxes come indoors to serve as a decorator note at the living room door with the practical purpose of keeping out drafts, too. The awning-windowed corner at the front of the lovely living room is one of several happy furniture groupings, with another across the room at the cozy fireplace. Almost square, the country kitchen behind makes use of the fireplace wall for a warm red brick background to its sunny, effi-

cient work area. A bonus of good living is the dining room behind the garage, square feet plus for family and formal meals with 11' of corner windows. Breakfast or snack space for the whole family is provided around the bar. Downstairs, double exposures make the two bedrooms airy and comfortable and when you finish the expansion attic above, this will be a four-bedroom house with two full bathrooms. A total of 11 closets and full basement storage give wonderful putaway space for this home. (A color cover feature.)



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Overall Dimensions: 44'6" x 33'.
 Square Feet: 1,162 (1st floor);
 352 (future 2nd floor).
 Architect: Herman H. York.





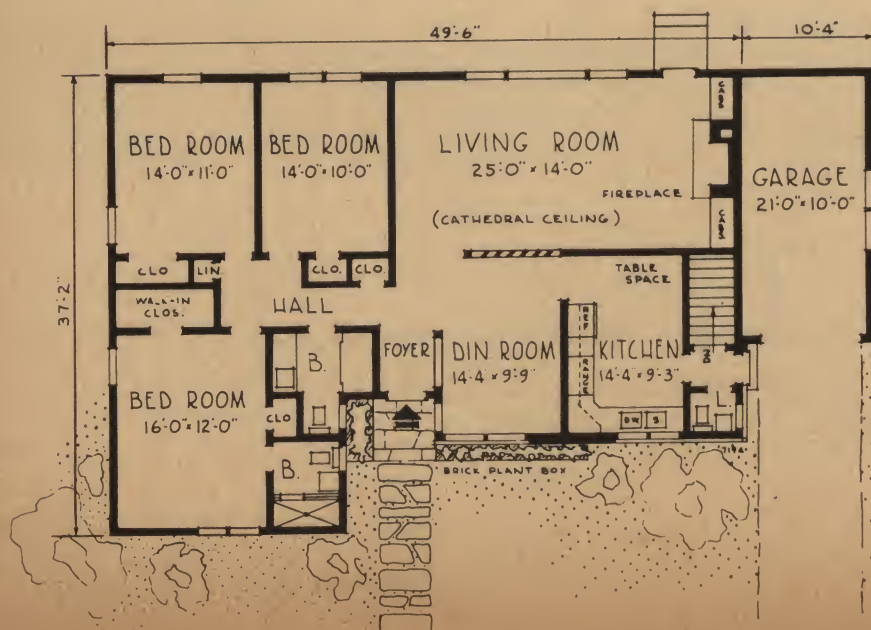
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Cathedral Ceiling Living Room

PLAN NO. P-4561

Here's a house worth crowing about. Modest though you may be, you'll brag about extras that happen only once in a lifetime. The star feature is the slope of the roof that turns your tremendous living room into a decorator dream with a cathedral ceiling sloping up to a magnificent 10' at one side. At the other side, floor-to-ceiling picture windows look out to the terrace and garden beyond, with a door convenient for outdoor entertaining. Not the least of the marvels here is the stone fireplace flanked by deep cabinets. To the other side of the foyer, cove

fixtures highlight the bedroom hall. The comfortable bedrooms at the back are convenient to the bathroom which is off the foyer for use as a guest lavatory, too. The master bedroom is pleasantly spacious, with a 7'8" walk-in closet, two airy exposures and a private lavatory with glass-enclosed stall shower. Corner windows and a brick plant box outside make the sunny dining room a delight. There's space for informal meals in the kitchen, and the lavatory off the side entry is an extra luxury.



Overall Dimensions: 49'6" x 37'2",
excluding garage.

Square Feet: 1,611.

Architect: Herman H. York.

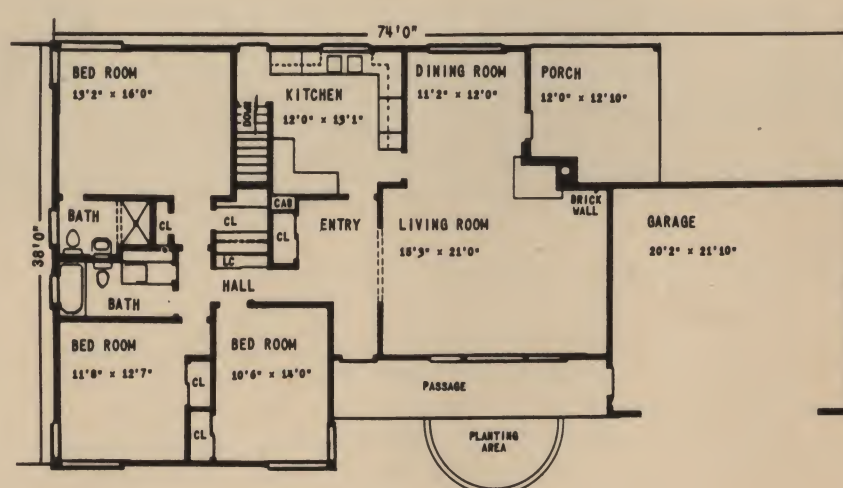
Hollywood House

PLAN NO. P-3432

This California ranch style house was designed for easy luxury living. Its low rambling lines and smooth, wide windows suggest the wonderful comfort it offers. Just imagine, there's a picture window in every room, and each of the three bedrooms has corner picture windows. There are two bathrooms, one with sliding-glass door stall shower belonging to the master chamber, and the other bath so convenient to the front hall for a guest lavatory. The sun-kissed kitchen, designed as a step-saver, has a special nook for informal meals. A fascinating corner hearth opens the fireplace to the dining and living rooms at the same time, truly a luxury feature found first

in the west and growing in popularity everywhere. The dramatic extension of the brick wall is another exciting feature of the unusual living room. With the porch beyond opening from the dining room, can't you see the outdoor barbecue in the chimney corner nook, for gala cook outs. The garage will take two cars and leave plenty of space for storage. When it rains, the generous roof overhang shields the gallery passage below to shelter you from front door to garage and back again. In fine weather, it's a shaded patio. Yes, choose this house for easy living, coast to coast, and find that it will star in any neighborhood for good taste and originality.

Overall Dimensions: 74' x 38',
including garage.
Square Feet: 1,615.
Architect: Alfred H. Ryder.



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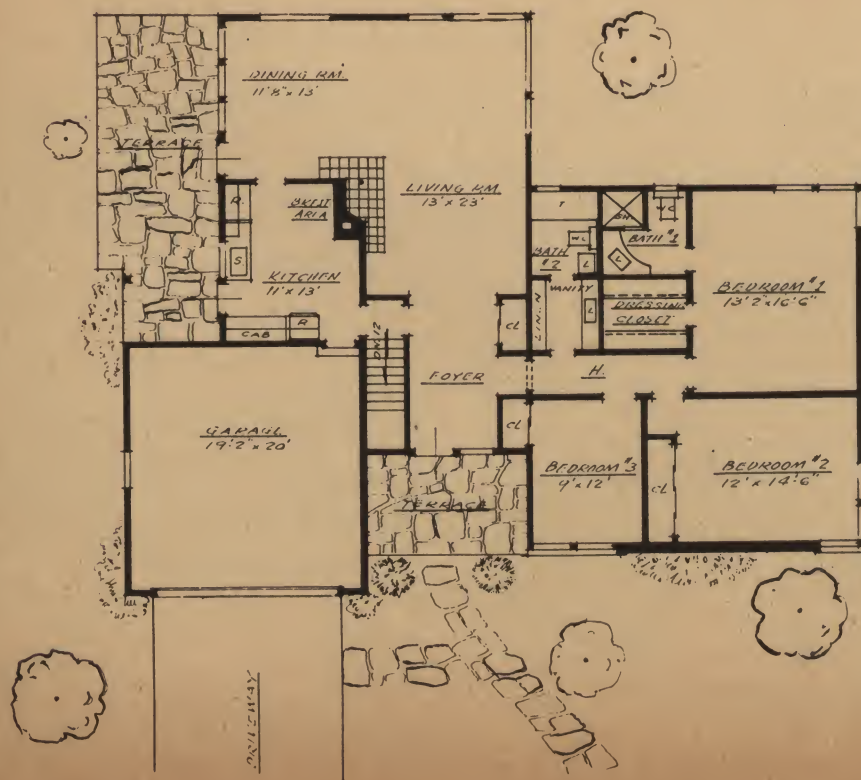
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Highlighting Extra Living

PLAN NO. P-52504

Ranch house comfort and good living are at their best in this smart brick, shingle and siding beauty. From the flagged terrace at the recessed front door, shielded by the two car garage for privacy, to the super bedroom wing, there's built-in luxury you can afford. The handsome foyer flows into the living room where a corner fireplace

offers cheer for living and dining areas. A charming rear terrace is convenient for fair weather dining, right near the kitchen. Off the foyer to the right, there are three master bedrooms, with a dressing closet and private bath highlighting the parents' suite. The family bathroom is divided, perfect for a powder room off the foyer.



Overall Dimensions: 60'6" x 48',
including garage.
Square Feet: 1,650.
Architect: E. J. Cappello.

Picket Fence and Fieldstone

PLAN NO. P-5245

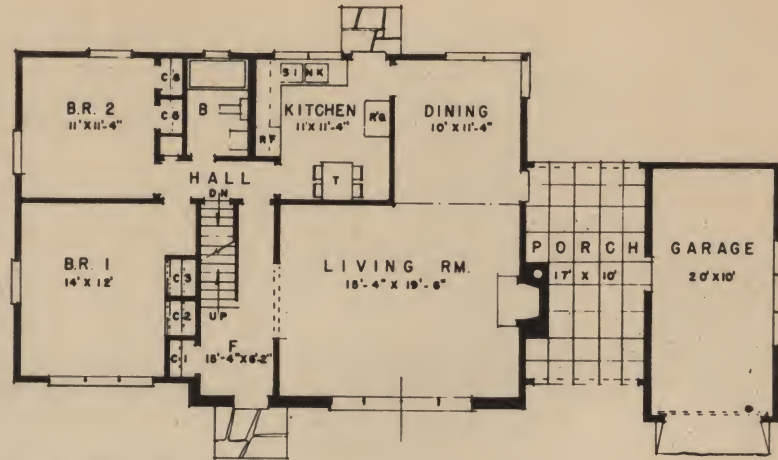
This house has the open plan which is so popular with young homebuilders, yet it is practical and conservative enough to please everyone. Except for the dining area, every room can be reached from the center hall. Both bedrooms have cross ventilation and the master bedroom has a large picture window. There is a twelve-foot picture window in the living room, and a corner window in the sunny dining area.

The second-floor plan looks into the future, when the expandable attic will be converted to two bedrooms and bath. There is a tremendous amount of storage space under the eaves and the six closets on the first floor will be augmented by four on the floor above. Trim and low-eaved, this house would be an ornament to any community.

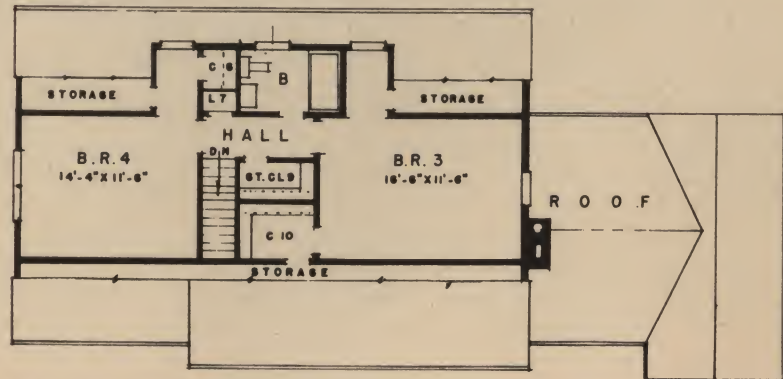
Overall Dimensions: 62' x 28',
incl. por. and gar.

Square Feet: 1,150 (1st fl.);
600 (2nd fl.).

Architect: John S. Burrows, Jr.

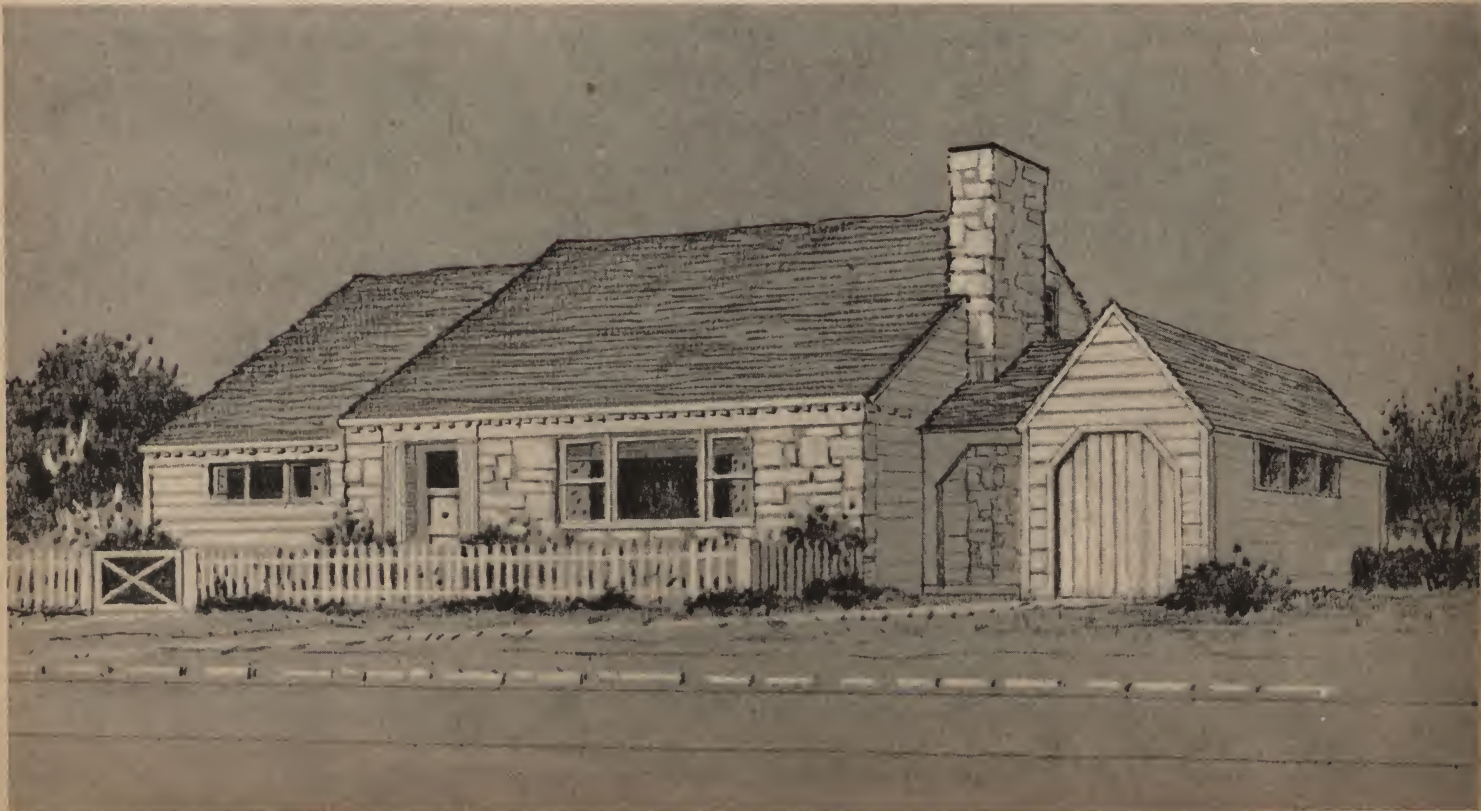


FIRST FLOOR



SECOND FLOOR

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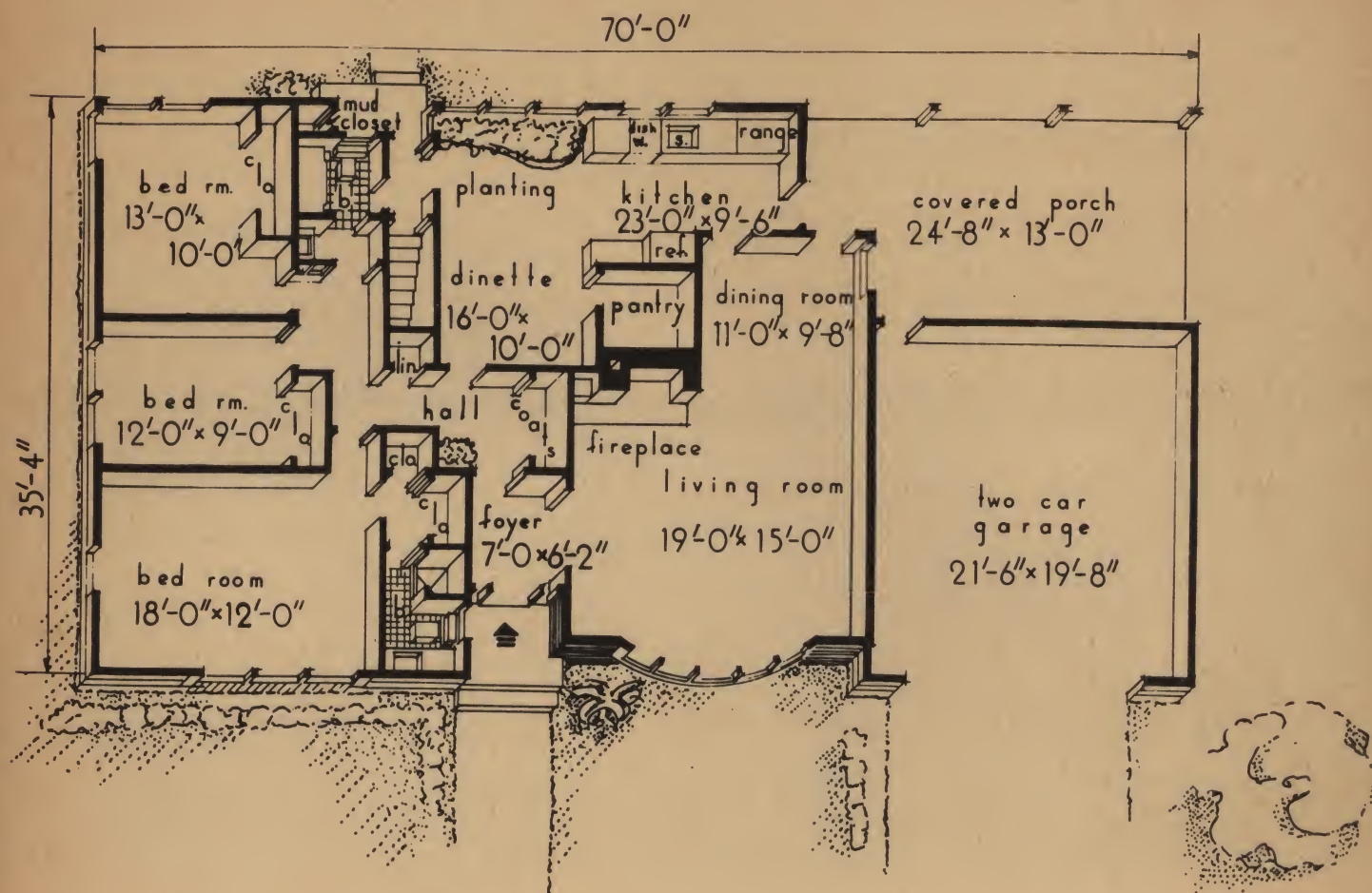
A Blend of Indoor-Outdoor Living

PLAN NO. P-4562

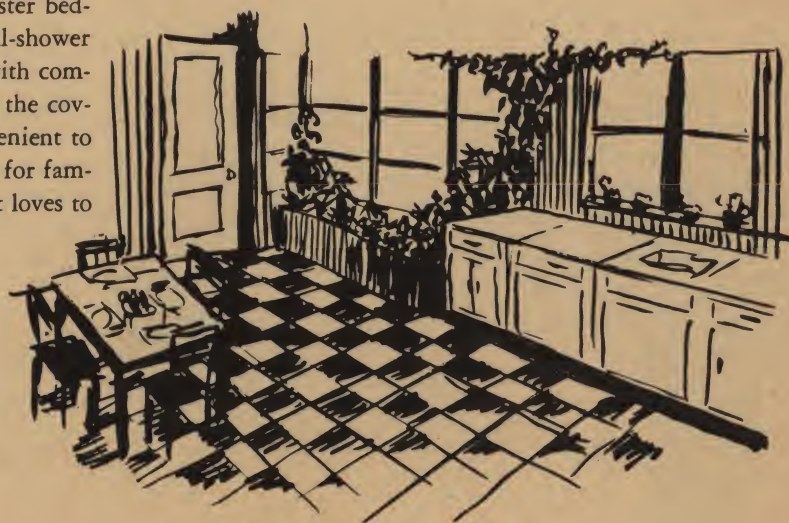
Lovely from the outside and practically perfect within, this house encompasses a plan that is any family's ideal. As you step into the hospitable foyer there's a glimpse of planting in the hall beyond—a flower box corner opposite the coat closet. In the living room, fireplace and bow window vie as focal points, and the unbroken wall expanse on into the dining room suggests decorating ideas. The kitchen area is any woman's dream, with space

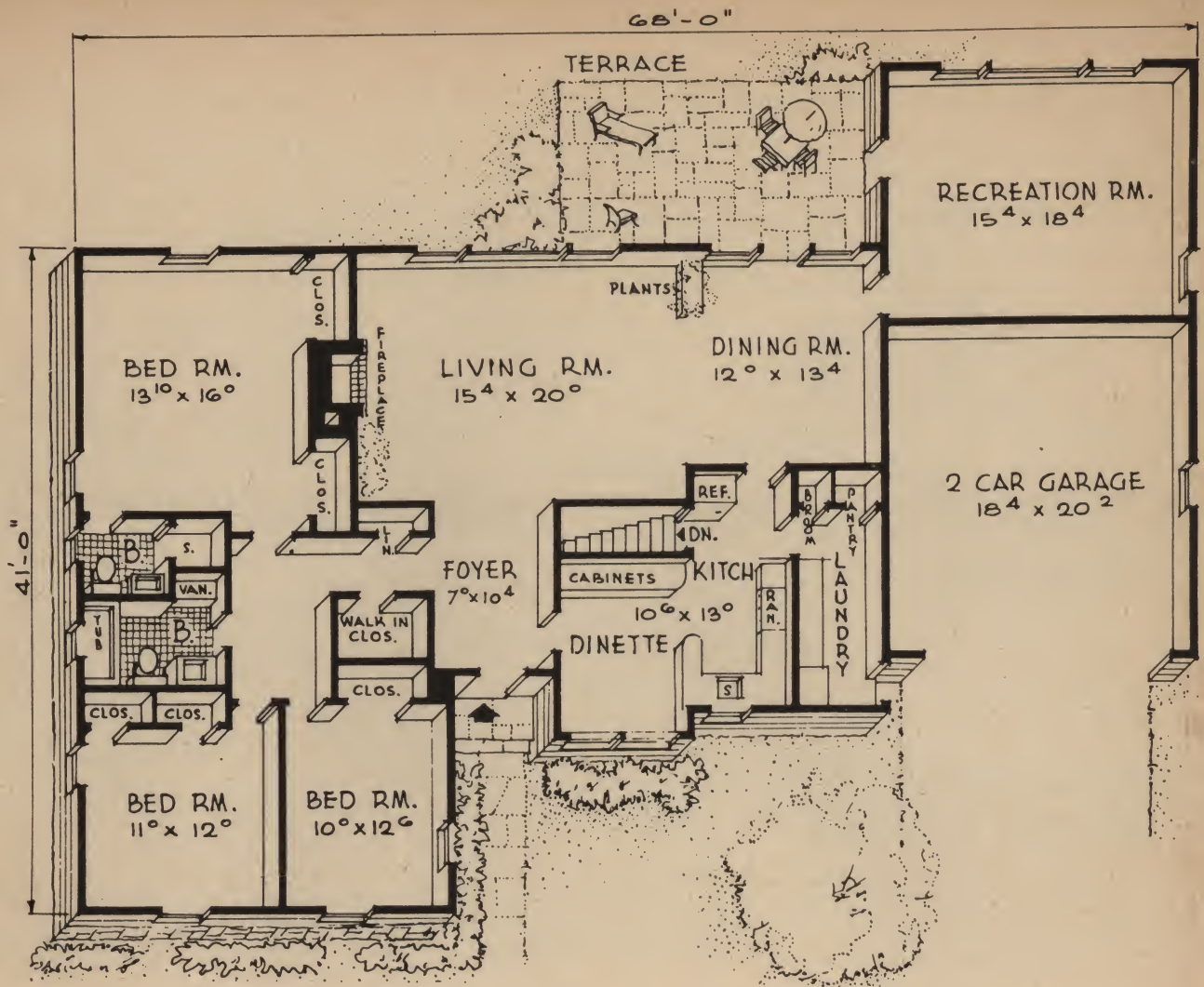
for dish-washer and washing machine, and a huge pantry closet for your deep freeze. Part of the sunny dinette, but glorifying the kitchen, too, is the indoor garden at the window wall, for nature's own colors all year 'round. The back entry has an outdoor mud closet, and what a wonderful idea to have the double bathroom open to both kitchen and bedroom halls. It's a guest lavatory, too, with the enclosed vanitory at the door. While the two back bedrooms

**Overall Dimensions: 70' x 35'4",
including porch and garage.
Square Feet: 1,675.
Architect: Herman H. York.**



are larger than average, there's an 18' x 12' master bedroom with dressing room closets and private stall-shower bathroom. Really good circulation is featured, with complete privacy for all areas. An outdoor bonus is the covered porch, shielded by the garage, and so convenient to the kitchen that it forms a summer dining room for family and guests. This is a home for the family that loves to entertain — a home for true hospitality.





An Exciting Ranch House

PLAN NO. P-4563



The long-low lines of this sweeping ranch are a hint of the convenience and luxury within. Living and dining rooms are at the back, divided by a low plant wall, and separated from the terrace by a series of picture windows. There's an extra "living room" at the back, an informal recreation room, so popular and necessary in today's family scheme. The kitchen at the front of the house is



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a real heart-saver, and although there is a full basement, notice the wonderful laundry-utility room as a service adjunct, where the "back door" opens to the driveway, garage and drying area. Spacious closets add storage convenience to the bedroom wing, where three large bedrooms are designed with family convenience in mind. The master bedroom has a built-in closet wall and its

own private lavatory, and a vanity alcove in the family bathroom makes it perfect to serve as a guest lavatory. The most interesting thing about this house is that with all its luxury features, good basic design brings it (1700' without recreation room) within the reach of today's family. It's a terrific house that will not strain your budget, a prize example of today's quality home planning.

Overall Dimensions: 68' x 52'2",
including recreation room and garage.
Square Feet: 2,003 incl. rec. room.
Architect: Herman H. York.



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A Toast to the Future

PLAN NO. P-4564

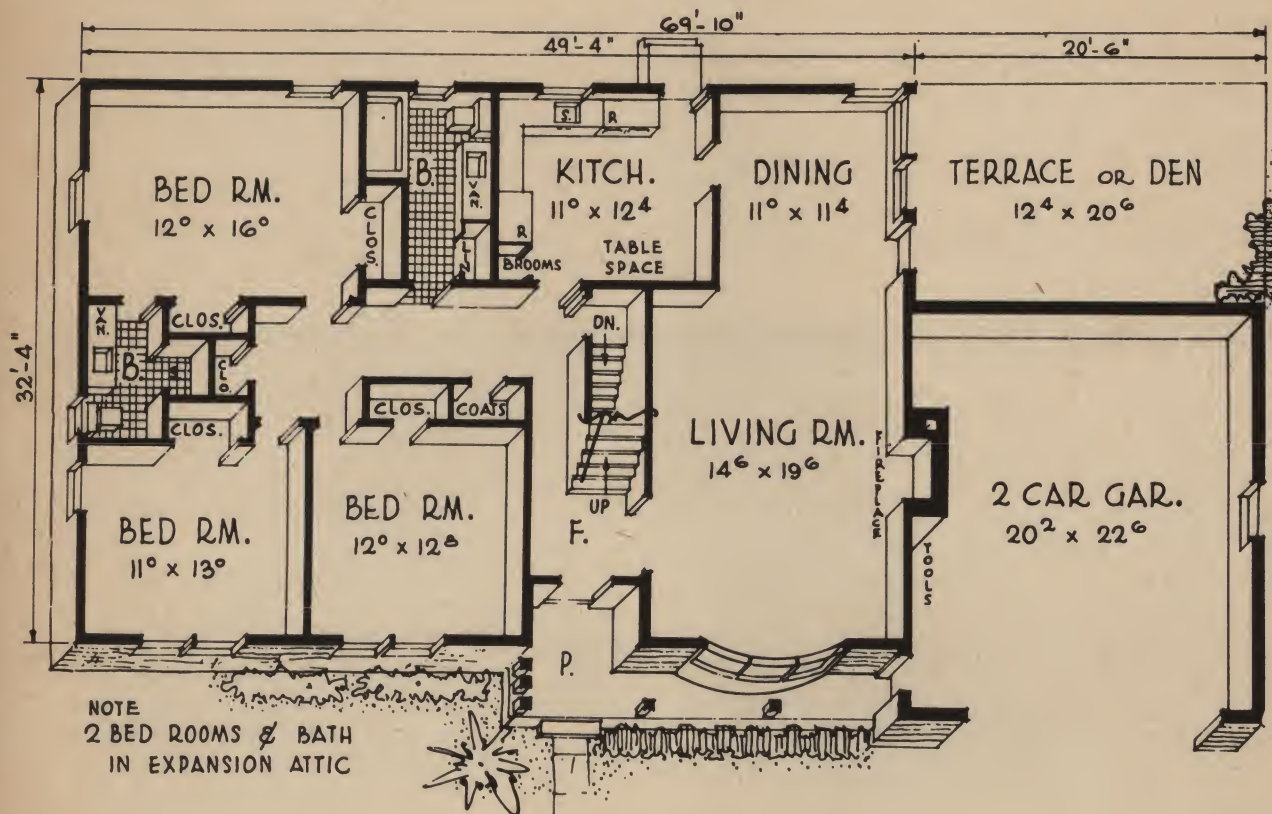
Designed in response to many requests, this home has all the luxury touches you'll want, and an expansion feature for the future. It's a true center hall plan—go right from the kitchen to the covered front porch without disturbing any living area. An exciting entertaining vista opens from the bow window of the living room to the corner

windows of the dining room—over 30' and a wonderful terrace or den beyond. The super kitchen serves all meals, family and formal, with equanimity, for it is well laid out for homemaking delight. The tiled bathroom is back-to-back for economy, and its convenient vanitory helps it serve as a guest lavatory. When your family

**Overall Dimensions: 49'4" x 32'4",
excluding garage and terrace.**

Square Feet: 1,575 (1st fl.); 682 (2nd fl.).

Architect: Herman H. York.



grows, you can add two bedrooms and bath on the floor above, but right now three spacious bedrooms, with a master shower lavatory, take comfortable care of sleeping quarters. If you're storage conscious, there are 8 super closets and more to come. Gather 'round the cozy living room fireplace, and you'll know you're at home.



A Dream Home of Distinction

PLAN NO. P-4565

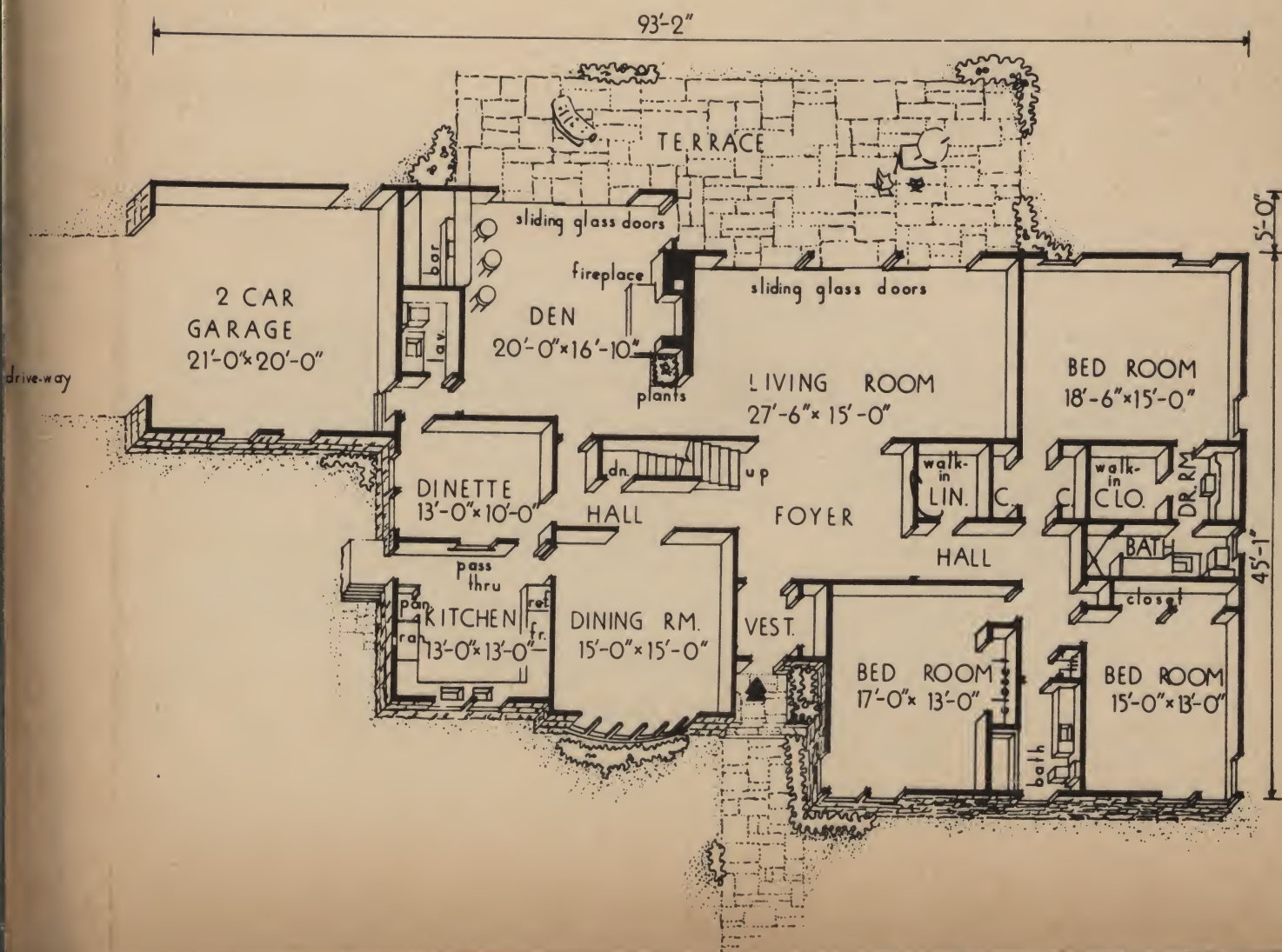
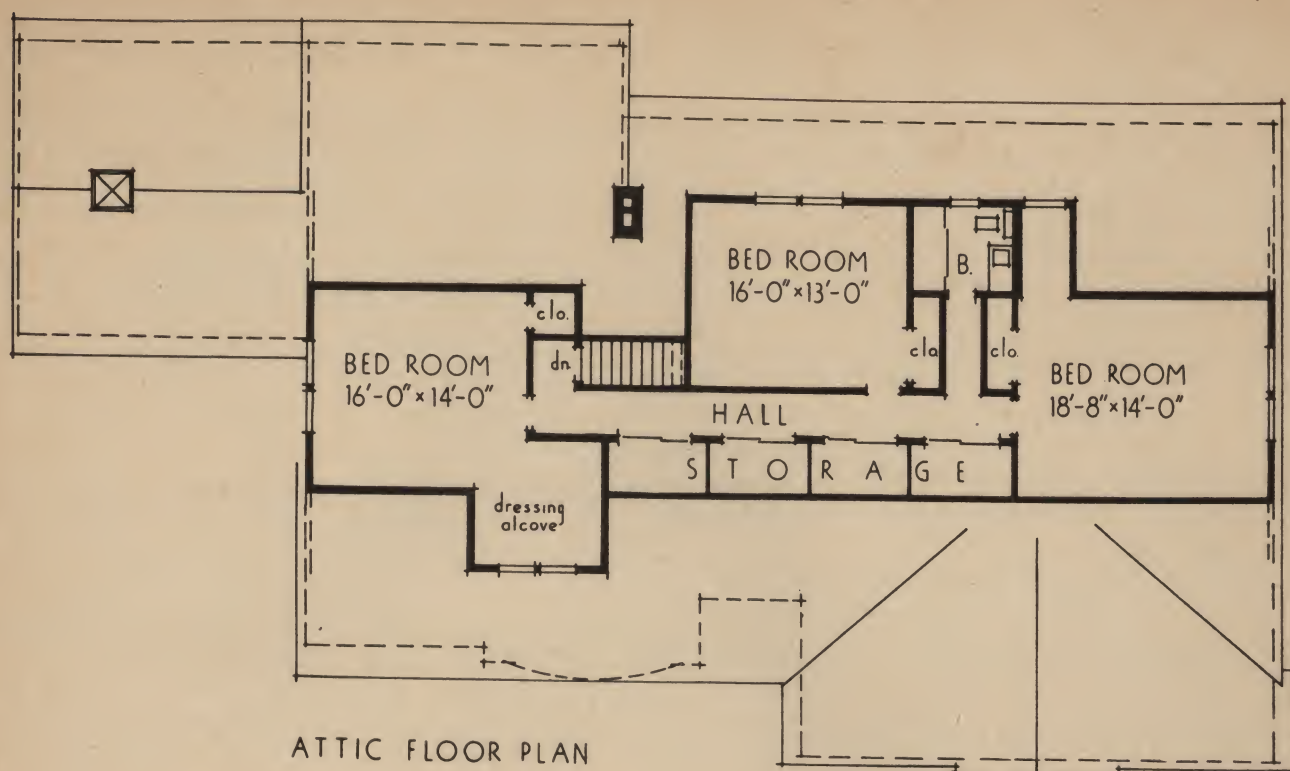
For the last word in luxury, walk through this wonderful ranch house where indoor and outdoor living reach their peak of perfection. The living area at the back is delightfully different making full use of almost 50' of well-planned entertaining space from the formal living room to the family-favorite den with its built-in bar and tiny lavatory (convenient too from the garage). Sliding doors open the entire area to a charming covered terrace. Completely private off the foyer hall, three master bedrooms, one with full dressing room suite, private bath

and three enormous closets, offer maximum comfort. Storage extras include a walk-in linen closet and another at the family bathroom. In addition to the bayed dining room, there is a charming dinette where you will welcome a convenient pass-through to the kitchen. The pantry closet here is a wonderful idea, right at the service door for quick putaways. Expansion space above will accommodate extra bedrooms (or a maid's room and bath) as you need them. Here is a glorious ranch house for the best in good living.



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Overall Dimensions: 93'2" x 50'1", incl. gar.
 Square Feet: 3,130 (1st fl.); 1,190 (2nd fl.).
 Architect: Herman H. York.



Luxury Loving Rambler

PLAN NO. P-52510

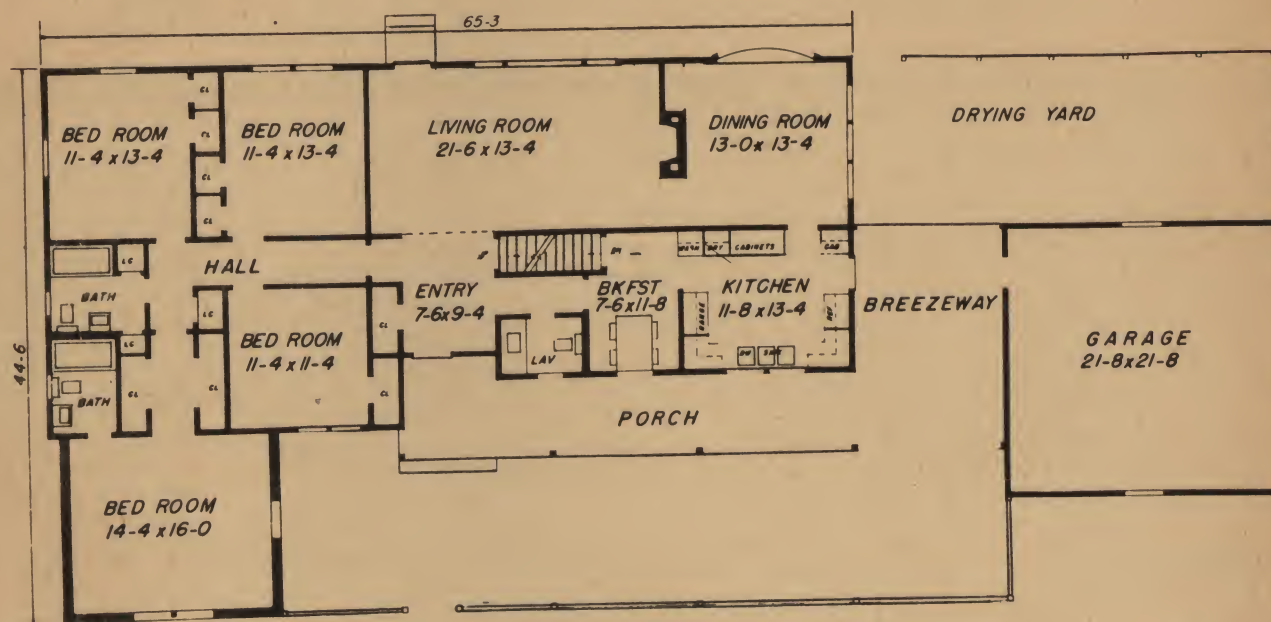
Frankly designed for a large family, this ranch house is tops in luxury. Four unusual master bedrooms are complete in a wing of their own. The front bedroom has a private bath and dressing room. A picture window highlights the living room, and there's a beautiful bow for the dining room window. Super planning provides every convenience in the large front kitchen, and step-saving efficiency as well, and there's a complete break-

fast room, too. A perfect guest lavatory is just off the entry hall, and offers back-door clean-ups. Attic space will make a maid's room and bath possible and practical some day.

Overall Dimensions: 65'3" x 44'6",
excluding breezeway and garage.

Square Feet: 2,054.

Architect: Herbert C. Struppmann.



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Wonderful Dream — Wonderful Home

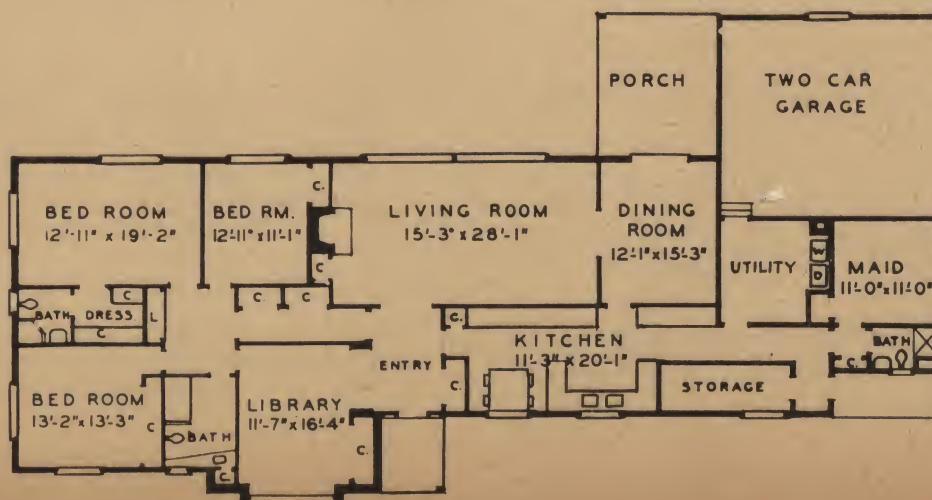
PLAN NO. P-4566

This stunning ranch house, built in a shore area of a New York suburb, offers the utmost in luxury for a full-sized family, and the design was quickly adopted from coast to coast. Here is a home that offers real, all-on-one-floor living, with every service and utility at your fingertips. One side of the house is a full kitchen-service area complete to utility room (with washer and dryer as well), a storage room where you can install your food freezer, and maid's room and bath, with an outside entrance of its own. The entry hall at the front opens to every area for excellent circulation. At the back, the living room with two enormous picture windows looks out on the back terrace. A gracious dining room adds its hospitable

area for maximum entertaining space, opening through French doors to the porch beyond for outdoor evenings. Three lovely bedrooms mean spacious sleeping comfort, and the library can double as a guest bedroom (or teen-age bedroom-sitting room). The master bedroom has dressing room and fully private bath attached. Huge closets add immeasurably to uncluttered storage all over. The sweep and spaciousness in this house mean true ranch styling and distinction. (See the striking photograph on the inside front cover.)

Overall Dimensions: 98'5" x 48'8", incl. garage.
Square Feet: 2,792.

Architect: Alfred H. Ryder.





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Open Planning On Every Level

PLAN NO. P-4567

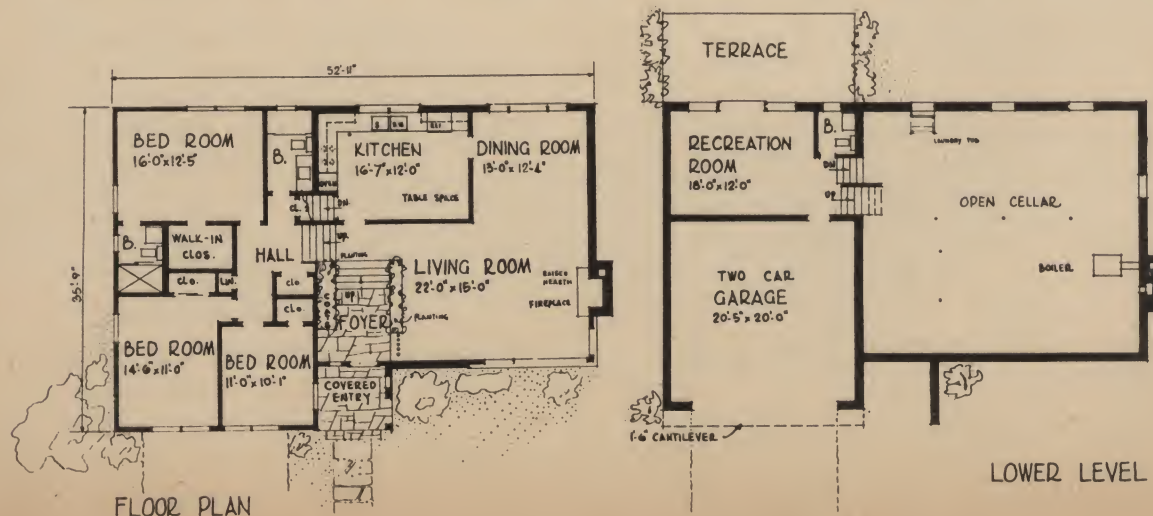
Stunning split level? Yes, indeed, but the most wonderful feature is the way in which distinction in design goes hand-in-hand with the utmost in livability. The roof-high covered entry means shelter from inclement weather and an extra window in the third bedroom, as well as presenting a handsome approach to your front door. Flagstone goes right inside to the wide foyer, a gracious stairway leads up the main hall, and flanking flower planters in living room and over the entry-level coat closet frame your way up. It's just a few steps to every area—to the living room with corner picture windows, raised hearth fireplace and a lovely dining

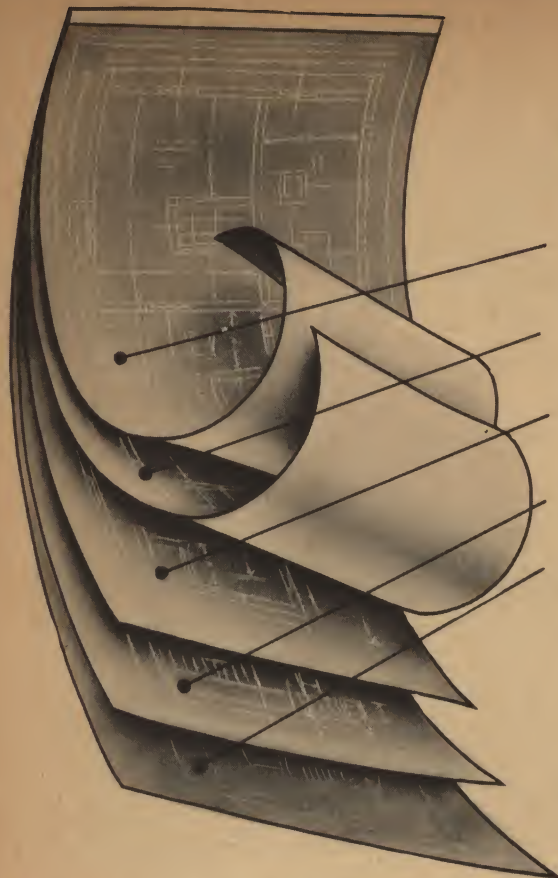
room ell at the back. Step into the kitchen and find a homemaker's dream of space, easy maintenance, sunlight and air plus a corner that invites a breakfast nook. Three unusually large bedrooms have closets that are just right and a family bathroom features a vanity. The master bedroom suite has its own lavatory and dressing room closet. On the lower level you have your cellar area well ventilated and a cozy recreation room (note the wash-up lavatory here) opens out to a back terrace.

Overall Dimensions: 52'11" x 39'9"

Square Feet: 1900, incl. recreation room.

Architect: Herman H. York.





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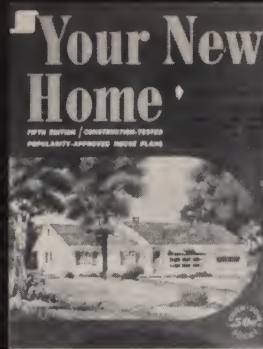
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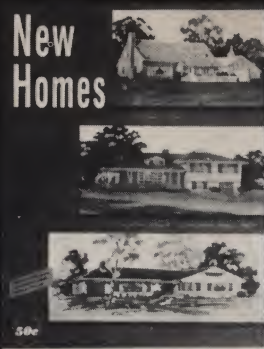
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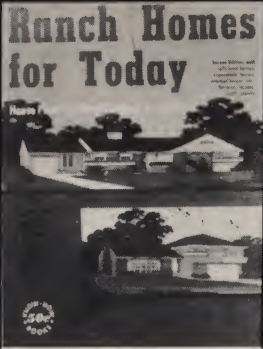
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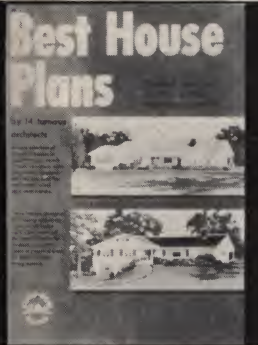
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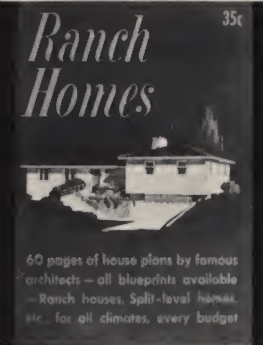
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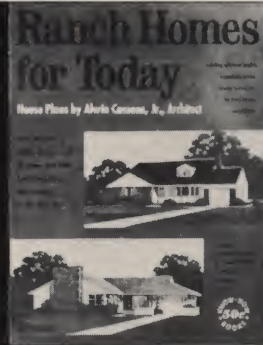
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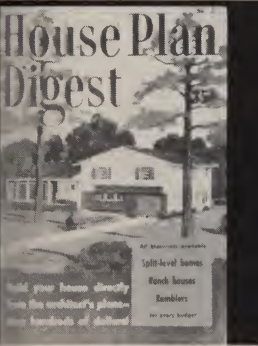
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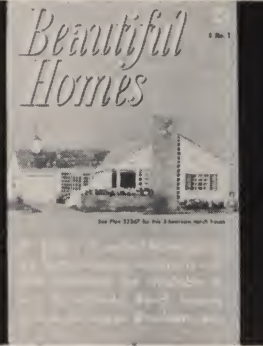
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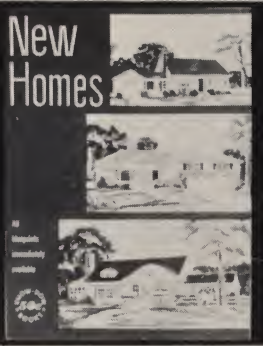
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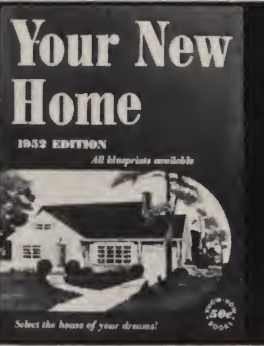
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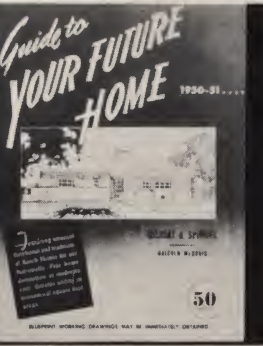
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Living for Two Families

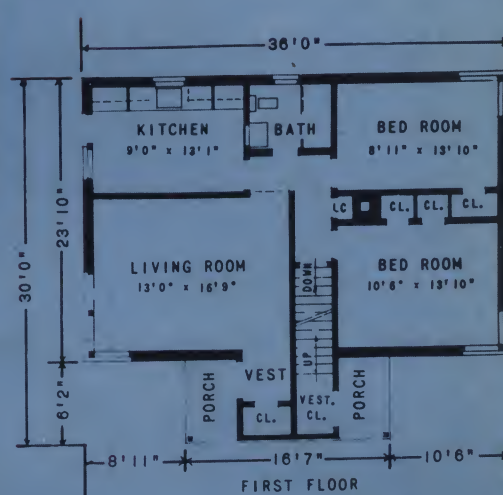
Plan P-4501

An income apartment on the second floor adapts this distinguished home for anyone interested in extra earnings. Simple design means economy and clever planning offers maximum living area for each unit, in perfect privacy. Each home features large kitchen, living-room, two bedrooms and bath. Corner windows and super closets add comfort.

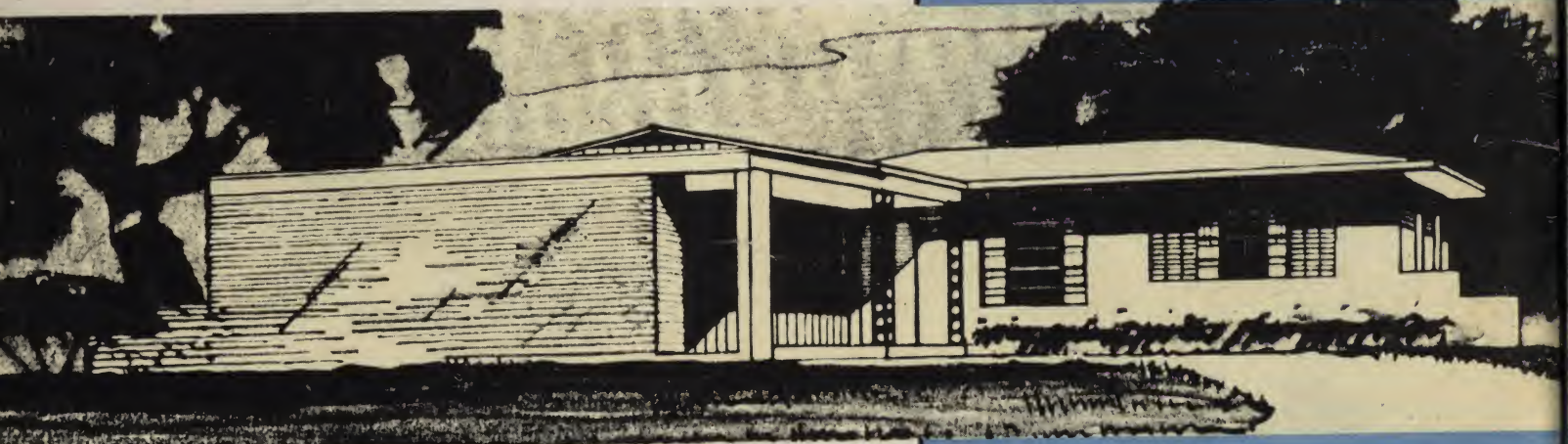
Overall Dimensions: 36' x 30'. Square Feet: 855 (1st floor unit); 835 (2nd floor unit). Architect: Herbert C. Struppmann.



SECOND FLOOR



FIRST FLOOR

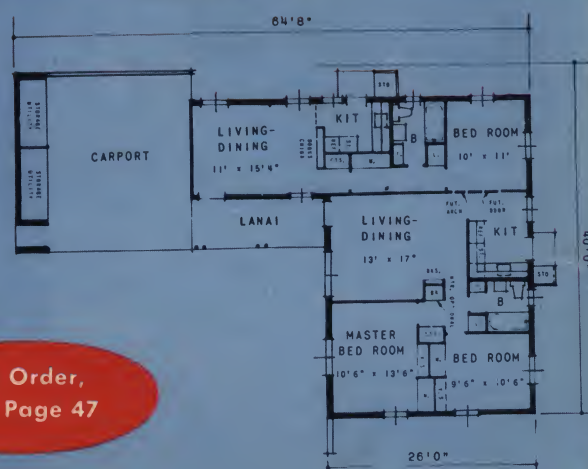


Convertible for Extra Income

Plan P-4502

Something new in duplexes—designed to look like a single family dwelling. The lanai opens to the owner's apartment (two bedrooms, bath, kitchen and living-dining room). It also opens privately, to the complete three-room income apartment in the "L" shaped wing. Should you wish to have a dining room, close off the door to the corner bedroom, open the arch to your own apartment.

Overall Dimensions: 40' x 64'8", including carport. Square Feet: 1,244 (both units). Architect: Gilbert D. Spindel.



**A RENTAL UNIT MAKES RETIREMENT POSSIBLE
OR HELPS THE YOUNG COUPLE BEGIN THEIR HOME**

To Order,
See Page 47

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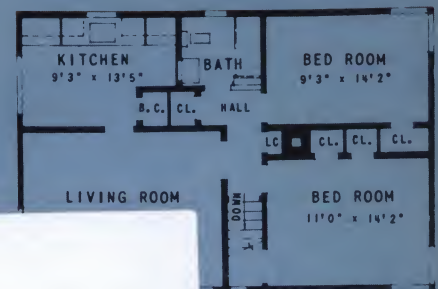
Convertible for Extra Income Plan P-4502

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**A RENTAL UNIT MAKES RETIREMENT POSSIBLE
OR HELPS THE YOUNG COUPLE BEGIN THEIR HOME**

To Order,
See Page 47



ND FLOOR

6'0"

BATH

BED ROOM
8'11" x 13'10"

LC CL. CL. CL.

DOWN

BED ROOM
10'6" x 13'10"

UP

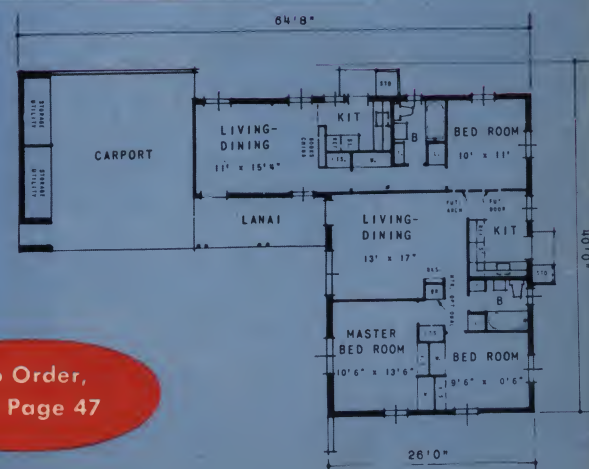
VEST. CL.

PORCH

7"

FLOOR

10'6"



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